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You may send me THE TERRIBLE PEOPLE without cost. I enclose 25c to pay part of the postage. At the end of five days I will either mail you \$2.00 and \$3.00 each month for 4 successive months, for the complete Weirdmoor Edition in eight volumes, or I will inform you that I do not want the set. In either case there is no charge for the first book. It is mine absolutely FREE!

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For a short time only—to give YOU an opportunity to judge Edgar Wallace for yourself—THE TERRIBLE PEOPLE will be mailed absolutely free to any address in the United States. You will also be given an opportunity to own the entire Weirdmoor Edition of the Works of Edgar Wallace at an extremely low price—if you want to!

ACEPT this sample of Edgar Wallace with the publisher's compliments. Read it in your leisure, keep it for all time, without cost. Learn once and for all why this amazing writer has become the most spectacular success in modern letters. See for yourself how the rapid action and engrossing mystery keep you reading for hours, unconscious of your surroundings, oblivious to the passage of time.

Meet this thrill writer to His Majesty, King George of England. Find—in the pages of THE TERRIBLE PEOPLE—the charming romance and daring adventure that made Queen Mary buy four Edgar Wallace books to read aloud to the King as he recuperated from his recent illness.

The book pictured above is the special \$2.00 edition of one of Wallace's best known and most fascinating tales. It is bound uniformly with the Weird-

moor Edition pictured below. Clip and mail the coupon for your copy today! Enclose only twenty-five cents to help defray the cost of packing, handling and mailing. You are not obliged to buy the complete set of eight volumes unless you want to. THE TERRIBLE PEOPLE is yours, free from encumbrance, whether you buy the set or not.

Relax and enjoy yourself this new way. Join the illustrious statesmen, executives and leading men and women in every walk of life who are finding the tales of Edgar Wallace the best of all entertainment.

Test THE TERRIBLE PEOPLE according to your own standards of exciting reading, then—after you have

read it—decide if you do not want to own the beautiful set of eight more books. If you do, send only \$2.00, first payment, and \$3 per month for the next four months, a total of \$14.00 for the complete eight-volume set. The titles are: *The Black Abbott—The Ringer—Traitor's Gate—The Double—Terror Keep—The Clever One—The Flying Squad—The Sinister Man*. If you prefer to pay cash in full, after you have read THE TERRIBLE PEOPLE, the entire set becomes yours for only \$13.00. But whether you take advantage of this bargain or not—THE TERRIBLE PEOPLE is yours to keep. Clip the coupon and send it with only twenty-five cents—at once—before this introductory offer is withdrawn.

Doubleday, Doran & Company, Inc.,

Dept. Wal-9910

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(See coupon above)



...Raised His Pay \$4800* After Reading This Amazing Book Which Is Now **FREE!**

*Based on the combined experiences of F. B. Englehardt, Chattanooga, Tenn., A. F. Thompson, Sioux City, Iowa, B. F. Boilon, Columbus, Ohio, and many others.



Caught in a Rut

I wonder I put up with it as long as I did! Every day was filled with nothing but deadly routine and monotonous detail. No freedom or independence. No chance to get out and meet people, travel, nor have interesting experiences. I was just like a cog in a big machine with poor prospects of ever being anything more.



Long, Tiresome Hours

Every hour of the day I was under somebody's supervision. The **TIME-CLOCK** constantly laid in wait for me—a monument to unfulfilled hopes and dying ambition. Four times a day, promptly on the dot, it hurled its silent challenge at my self-respect, reminding me how unimportant I was and how little I really **COUNTED** in the business and social world!



Low Pay

Paid just enough to keep going—but never enough to enjoy any of the **GOOD** things of life every man **DESERVES** for his family and himself. Always economizing and pinching pennies. Always wondering what I would do if I were laid off or lost my job. Always uncertain and apprehensive of the future.



Desperate

Happened to get a look at the payroll one day and was astonished to see what big salaries went to the sales force. Found that salesman Brown made \$200 a week—and Jenkins \$275! Would have given my right arm to make money that fast, but never dreamed I had any "gift" for salesmanship.



A Ray of Light

Stumbled across an article on salesmanship in a magazine that evening. Was surprised to discover that salesmen were made and not "born" as I had foolishly believed. Read about a former cowpuncher, Wm. Shore of California, making \$525 in one week after learning the ins-and-outs of scientific salesmanship. Decided that if HE could do it, so could I!



The Turning Point

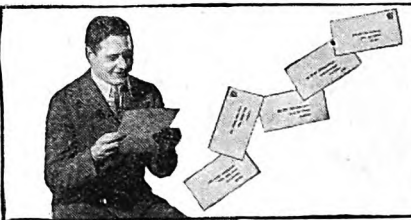
My first step was to write for a certain little book which a famous business genius has called "**THE MOST AMAZING BOOK EVER PRINTED**". It wasn't a very big book, but it certainly opened my eyes to things I had never dreamed of—and proved the turning point of my entire career!

What I Discovered



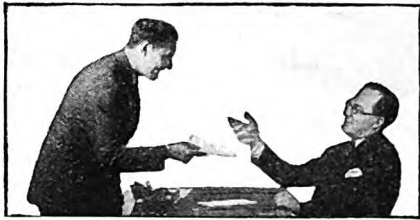
Between the pages of this remarkable volume, I discovered hundreds of little known facts and secrets that revealed the **REAL TRUTH** about the science of selling! It wasn't a bit as I had imagined. I found out that it was governed by simple rules and laws that almost ANY man can master as easily as he learned the alphabet. I even learned how to go about getting into this "highest paid of all professions". I found out exactly how Mark Barichievich of San Francisco was enabled to quit his \$8 a week job as a restaurant-worker and start making \$125 a week as a salesman; and how C. W. Birmingham of Dayton, Ohio, jumped from \$15 a week to \$7500 a year—these and *hundreds* of others! It certainly was a revelation!

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FREE Employment Service

Furthermore, I discovered that the National Salesmen's Training Association, which published the book, also operates a most effective employment service! Last year they received requests from all over the U. S. and Canada for more than 50,000 salesmen trained by their method. This service is **FREE** to both members and employers and thousands have secured positions this way!



Making Good At Last!

It didn't take me long to decide to cast my lot with N. S. T. A.—and after a few weeks I had mastered the secrets of Modern Salesmanship during spare time, without losing a day or a dollar from my old job. When I was ready, the Employment Manager found me over a dozen good openings to choose from—and I selected one which paid me over \$70 a week to start!



Was It Worth It?

Today my salary is \$4800 greater than ever before! No more punching time-clocks or worrying over dimes and quarters! **NOW** my services are in **REAL DEMAND** with bigger prospects for the future than I ever dared **HOPE** for back in those days when I was just another "name" on a pay-roll!



Get Your Copy Free

Right now this book, "**The Secrets of Modern Dynamic Salesmanship**," which showed these men how to get started on the road to success and independence, will be mailed as a gift to any ambitious man—absolutely free and without obligation. Why not see for yourself what amazing pay-raising secrets it contains? There is no better way to invest a 2c stamp.



Mail It Today!

Simply fill out coupon below and mail to National Salesmen's Training Association, Dept. J-112, N. S. T. A. Bldg., Chicago, Ill.

National Salesmen's Training Assn., Dept. J112, N. S. T. A. Building, Chicago, Illinois.
Without obligation, send me a free copy of "The Secrets of Modern Dynamic Salesmanship," and full details of your free employment service and special earn-while-you-learn features.

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Address.....
Town..... State.....
Age..... Occupation.....

The Standard Publication of Practical, Inspirational and Applied Psychology

PSYCHOLOGY

Health!

Happiness!

Success!

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Founded and Edited by Henry Knight Miller

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IN NOVEMBER

"I'D RATHER BE SATISFIED THAN SAFE!" The remarkable story of one of America's most brilliant young editors, who reviews his career and points out that he has many times given up a promising job he hated in order to get closer to the job he loved—which he has found at last. By William C. Lengel.

THOUGHT FORCE CAN DO ANYTHING. An Interview with SESUE HAYAKAWA, in which he narrates some of his own experiences in mastering pain and conquering fate—with hints that even Natural Law can be set aside—by the POWER OF THOUGHT. By Gertrude Gordon.

DO YOU IDENTIFY YOUR CONSCIENCE WITH YOUR WIFE? Something that the everyday husband never thought of, but which is probably true. You are tempted to dislike your wife because she stands for you always as the thing you ought to do. By Alberta Flanders.

DIGEST YOUR THOUGHTS BEFORE YOU ACT. Another of the pungent exhortations of a writer who has had a great part in stimulating and guiding the thought of America. WAINWRIGHT EVANS warns those who accept the new codes of conduct in their minds not to try to live them out in act until they have become emotionally digested.

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CHRISTIAN PSYCHOLOGY



Leads Men and Women to the Kingdom of God and adds unto them the Things and Conditions necessary to their Happiness, as Jesus promised. It teaches them to pray for the things they want in such a way as to get them, as Jesus said they should.

For nineteen hundred years the world has sought a better understanding of the teachings of Jesus, which would enable men and women to have the more abundant life and happiness which He promised.

He said to some of His followers (Mark 11:24): "What things soever ye desire, when ye pray, believe that ye receive them, and ye shall have them." It is a promise that *anyone* may get *anything* he wants, by praying for it—that is, by praying for it in a *certain* way.

Again Jesus said to certain followers who were worrying about their physical and financial affairs (Luke 12:31): "But rather seek ye the kingdom of God; and all these things shall be added unto you." There can be no doubt about what this promise means—especially if we read the context beginning at verse 22. It clearly and simply means that if one can find the kingdom of God, his physical and financial problems will solve themselves—that there will be "added" unto him the things necessary to his happiness.

The tragedy of it is that these promises are not generally fulfilled in the lives and affairs of Christian people. Millions have diligently sought the Kingdom of God for years without finding it—without having anything much added to them. They have prayed earnestly for things and conditions they desired, without getting them. Millions of these good people, in the churches and out of them, are cramped and hampered

by poverty, limitations, lack, sickness, worry and disappointment.

But there is nothing wrong with these promises of Jesus. The trouble is that men and women have failed to understand and use them correctly. They have thought the Kingdom of God is a place or condition outside of themselves, whereas Jesus said (Luke 17:21): "The Kingdom of God is within you." They have understood Him to say, in reference to praying for the things they want: "Believe that ye shall receive them," and that is not what He said, nor will such belief get what Jesus promised they should.

CHRISTIAN PSYCHOLOGY now comes forward with a great flood of the white light of simple scientific truth. Under the illumination of this light men and women are finding the Kingdom of God and having added unto them the things necessary to their happiness—they are learning how to pray for the things and conditions they want in such a way as to get them, as Jesus promised they should.

CHRISTIAN PSYCHOLOGY is a simple scientific system of Christian life and thought which gives Christianity the power of godliness as well as the form, and puts into it the living, vibrant force which brings prosperity, love, achievement, health, happiness, peace, and more abundant life. It is not a religion, nor a sect, but a movement within the churches, loyal to their work and ministry, and based squarely upon the teachings of Jesus as verified, explained, simplified, and practically applied by modern scientific Psychology.

CHRISTIAN PSYCHOLOGY is given to the world by Judge Daniel A. Simmons, whose gifts to the world

are already so rich and full. He is widely known as a psychologist, author, teacher and lecturer. He is now, and for more than fifteen years has been, one of the judges of the highest trial court in his state. He is the founder of The American Institute of Psychology, with its thousands of students all over the world, and highly prizes the great mass of marvelously happy achievements that these students have reported as results of his teachings.

CHRISTIAN PSYCHOLOGY is Judge Simmons' crowning work—a work in which the Christ-light shines forth as the true light of the world, leading men and women on to higher, nobler, happier and more abundant life. He has set forth its fundamental principles in a marvelous, soul-thrilling lecture of 6,000 words entitled "The Kingdom of God," in which he tells just what the Kingdom of God is, where it is, and how to set out to find it and enjoy its rich rewards. A manuscript copy of "The Kingdom of God" will be

Sent Free and Complete

to anyone who will fill out and return to us the coupon printed below. The sending of this remarkable lecture is a work of loving personal service, rendered in the name and spirit of Him who said, "Freely ye have received, freely give." Fill out and mail the coupon *now*. Let nothing crowd it from your mind.

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310 Law Exchange Bldg., Jacksonville, Fla.
Please send me entirely free and without any obligation, complete copy of Judge Simmons' soul-thrilling 6,000 word lecture, "The Kingdom of God," explaining the fundamental principles of Christian Psychology, the new knowledge that leads to a happier, more abundant life.

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INEXPERIENCED—MAKES \$23.00 FIRST 5 HOURS

I have had very little selling experience, but sold, in less than five hours yesterday, 16 can openers and 16 sharpeners. They are SOME machines!—A. Gray, Md.



MAKES \$18.00 FIRST DAY
Received my first 24 Speedos yesterday; the entire lot is now delivered and more sold. In all my years of selling I never saw anything that met with such universal approval!—W. R. Duncan, Montana.



\$5.00 HIS FIRST HOUR
Received Speedo outfit April 1st. Left the house after supper at 6:30 P. M. Returned just one hour later with six orders. Speedos are a necessity in every home.—W. W. Marshall, Ill.



Let These Twin Inventions Hand You

Double Profits...\$5 to \$11 IN AN HOUR!

Men, here's a proposition that's amazingly simple. Yet the profit possibilities are nothing short of startling! For now, an old, well-known manufacturer offers you direct, TWO unique, patented inventions. Items used every day in every home. Yet so revolutionary that they positively sell on sight! So just read the facts below. Then mail coupon for **FREE OUTFIT and FREE TEST OFFERS.**



Works Like a Charm

Just insert can in holder and turn crank. Top is cut completely out inside the rim of can. Juices can't spill out. So simple a child can operate with perfect safety.



Feed Pours Right Out

No fuss or muss. All food pours right out of can without scraping or "spooning." Even foods frozen in the can slip out easily.



No Jagged Edges

Speedo cuts the top out, smooth, slick and clean. Ends forever the danger of infection from fingers cut on jagged tin edges.

EVERY man who has cut his eye teeth in the selling game knows this: The big clean-ups are always made by men who get in on the ground floor with something new and sensational. Think, then, what a doubly sensational chance literally to coin money is now yours! For here are offered you two unique patented devices—pronounced by experts everywhere to be absolutely revolutionary—Approved by Good Housekeeping Institute, Modern Priscilla, etc.—and real necessities in every home in the land. In your wildest dreams, could you ever conjure up such an amazing opportunity for quick, easy profits?

A Real Million-Dollar Can Opener

Imagine a little automatic can opening machine, that opens any can, round, square or oval, simply at the turn of a crank. Cuts the entire top off, slick, smooth and clean! No more stabbing and hacking with old-style can openers. No more fingers cut and infected on jagged tin-can edges. For Speedo holds the can—strips the top out—flips up the lid—all in a couple of seconds! And men, it's inexpensive! No wonder women simply go wild over it. And no wonder 4 out of 5 buy on a 10-second demonstration.

The "Magic Groove" Sharpener

Women never saw anything even remotely like this other "twin" invention, the Speedo sharpener. Just demonstrate the "magic groove" principle and watch their eyes pop open with amazement. Now anyone can put a keen, smooth edge on every-

thing that cuts. Even scissors are ground to a perfect cutting bevel! Every woman sees instantly that here is an end to the waste and drudgery of dull knives and tools. That's why agents everywhere report as much as \$10 and \$12 in a single hour with Speedo sharpener alone!

Exclusive Territories— Generous Co-operation

This company has been in business over 20 years. Speedos are made entirely in our own big factories, under exclusive patents. Each item is backed by a printed guarantee of 5 years' perfect service. We give you absolute protection in exclusive territory. Over 100% profit! We train you from A to Z, and supply you with a complete selling outfit **FREE.**

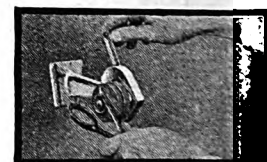
Mail the Coupon TODAY

Any ambitious man with just ordinary common sense can see the possibilities of this proposition at a glance—if you are that kind of a man. I want to send you my **FREE OUTFIT and FREE TEST OFFERS.** I want to show you what real big money means. Mail the coupon today. Then get set to test the fastest, dizziest profit makers of your life. Write me this minute!



Sharpens Like Magic

Just turn blade in magic groove and turn handle. Sharpens a ten-inch knife in six seconds by the clock. Puts a razor edge on straight or curved blades, sickles, chopping knives, everything that cuts.



Grinds Scissors Perfectly

Now anyone can sharpen scissors and shears. No trick or knack to it. Just rest blade against scissors guide, give the handle a couple of turns—Presto! Scissors are sharp as new.



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The Man with the "Grasshopper Mind"

YOU know this man as well as you know **YOURSELF**. His mind nibbles at **EVERYTHING** and masters **NOTHING**.

At home in the evening he tunes in the radio—gets tired of it—then glances through a **MAGAZINE**—can't get interested. Finally, unable to **CONCENTRATE** on anything, he either goes to the **MOVIES** or **FALLS ASLEEP** in his chair.

At the **OFFICE** he always takes up the **EASIEST** thing first, puts it down when it gets **HARD**, and starts something else. **JUMPS** from **ONE THING** TO **ANOTHER** all the time!

There are thousands of these **PEOPLE WITH GRASSHOPPER MINDS** in the world. In fact they are the very people who do the world's **MOST TIRESOME TASKS**—and get but a **PITTANCE** for their work.

They do the world's **CLERICAL WORK**, and routine drudgery. Day after day, week after week, month after month, year after year—**ENDLESSLY**—they **HANG ON** to the jobs that are smallest-salaried, longest-houred, least interesting, and poorest-futured!

If **YOU** have a "grasshopper mind" you know that this is **TRUE**. And you know **WHY** it is true. Even the **BLAZING SUN** can't burn a hole in a little piece of **TISSUE PAPER** unless its rays are focussed and concentrated **ON ONE SPOT**!

A **BRAIN** THAT **BALKS** at sticking to **ONE THING** FOR **MORE THAN A FEW MINUTES** surely cannot be depended upon to get you anywhere in your **YEARS** of life!

The **TRAGEDY** of it all is this: you know that **RIGHT NOW** you are merely jumping **HERE AND THERE**. Yet you also know that you have **WITHIN YOU** the intelligence, the earnestness, and the ability that can take you right to the high place you want to reach in life!

What is **WRONG**? **WHAT'S** holding you back?

Just one fact—one **SCIENTIFIC** fact. That is all. And when you know what it **IS**, then you can easily learn how to apply it; make it carry you **STEADILY, POSITIVELY, AND DIRECTLY** to prosperity and independence.

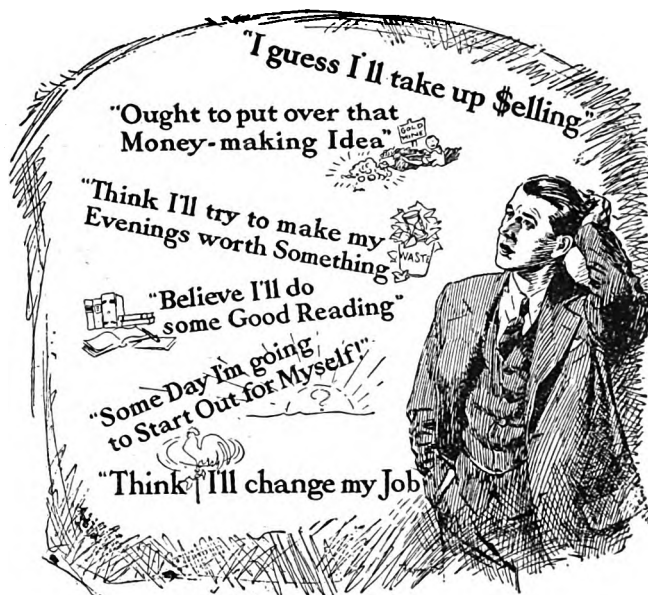
That fact is one which has been **PROVEN** and stated by the world's foremost scientists and psychologists. You are only **ONE-TENTH** as successful as you **COULD** be! **WHY? BECAUSE**, as Science says, you are using only **ONE-TENTH** of your real **BRAIN-POWER**!

TEN per cent of his brain is all the **AVERAGE** person uses. He is paid for **ONE-TENTH** of what he really possesses because that is all he actually **USES**. The remainder lies dormant. The longer it is unused, the harder it becomes to use it. For the mind is like a muscle. It grows in power through exercise and use. It weakens and deteriorates with idleness.

What can you **DO** about it? That is the question you are asking yourself. Here is a suggestion.

Spend 2c for a postage stamp. Send in the coupon below for a copy of "Scientific Mind Training." There is no further obligation whatever. You need not spend another penny.

This little book will tell you the secret of self-confidence, of a strong will, of a powerful memory, of unflagging concentration. It tells you how to acquire directive powers, how to train your imagination (the greatest force in the world), how to make quick, accurate decisions, how to reason logically—in short, how to make



your brain an instrument of all-around **POWER**. It tells you how to banish the negative qualities like forgetfulness, brain fog, inertia, indecision, self-consciousness, lack of ideas, mind wandering, lack of system, procrastination, timidity.

Men like Judge Ben B. Lindsey, Sir Harry Lauder, Prince Charles of Sweden, Jerome K. Jerome, the famous novelist; Frank P. Walsh, Chairman of the National War Labor Board, and hundreds of others equally famous, praise the simple method of increasing brain power and thought power described in this free book. **OVER 700,000 OTHERS PRAISE IT.**

You have only **TWO CENTS** to lose by writing for your copy. You may **GAIN** thousands of dollars, peace of mind, happiness, independence!

Thousands who read this announcement will **DO NOTHING** about it. The effort and the will needed to send for this book—which is **FREE**—may be lacking. How can these people **EVER** gain what they hope for, crave for? They are the skeptics, the doubters, the "show me" wiseacres.

Other thousands will say, "I can lose only **TWO CENTS**. I may **GAIN** a great deal by reading 'Scientific Mind Training.' I will send for it **NOW**. It promises too much for me to **RISK MISSING**."

The thousands who are open minded—who are willing to learn something to their advantage—will **ACT** on their impulse to send the coupon. They will be better, stronger minded for having **TAKEN SOME ACTION** about their lives, even if they do nothing more than to **READ** a booklet about the inner workings of the mind. For your own sake—and for the sake of your loved ones, don't continue to **GAMBLE** that your future will be bright whether or not you **DO** anything about it! Mail the coupon today—**NOW**.

THE PELMAN INSTITUTE OF AMERICA

Suite 6810, 71 West 45th Street, New York City

Offices in London, Paris, Stockholm, Delhi,
Durban and Melbourne

.....
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New York City

Please send me without obligation your free booklet, "Scientific Mind Training." This does not place me under any obligation and no salesman is to call on me.

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Leadership — Independence — Happiness — Health

HOW would you like to possess the Complete Key to Life's Supreme Prizes? Possess an actual key, *no idle theories*, but sound, practical, invincible laws of life whereby thousands have climbed to superb heights of joyous and exuberant being? To have unfolded to you the principles whereby you may rise to complete self-mastery — throw off fear, self-consciousness, inferiority, worry, disease, failure? *In a word, to "cash in" on your unrealized abilities?*

You Who Earnestly Want—

Independence — Freedom from fear, limitation and lack; a rugged sense of self-reliance; the power to direct big affairs; the joy of being your own boss — *creating, directing and profiting thru the exercise of your own organizing and directive genius.*

Happiness — The true joy of living, thru harmony, love, children, a home, plenty, service, friendship, appreciation, advancement and achievement, *and all that goes to make a man completely and constantly happy.*

Leadership — The zest of guiding the action of others, the realization of mastery over self and others; admiration by others who look up to you and await your advice or command; *the thrilling personality of the winner that attracts others to you unerringly as the sun draws the water of summer rains.*

Health — The joy of vibrant, perfect health, blood surging thru the veins carrying tingling life, zest, and power to every cell; *freedom from the tragedy of body limitation, pain and lack of strength to stand every test; and power to lead on to victory thru rugged, all-conquering health.*

Here Is What You've Been Looking For

Fourteen simple, forceful lessons have been prepared by Henry Knight Miller, teaching you how to use the principles of psychology to solve every life problem.

Dr. Miller, by means of the lecture platform, this written Course and PSYCHOLOGY Magazine, has taught millions of students in every land how to advance themselves to *Complete Self-Mastery, Health, Happiness and Success*. Thousands have paid high enrollment fees for these same lessons which, now produced in seven sturdy little volumes, are offered to readers of PSYCHOLOGY as a FREE premium with a two-year subscription to PSYCHOLOGY Magazine at \$5.98 for 24 beautifully illustrated issues!

A SPLENDID COMBINATION—*Psychology Magazine and Henry Knight Miller's 14-Lesson Course in Practical Psychology!*

An Idea of Its Scope

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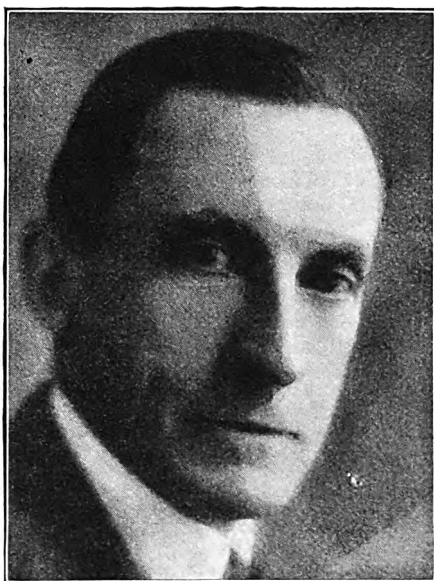
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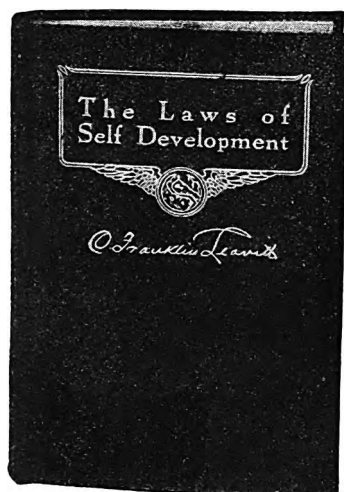
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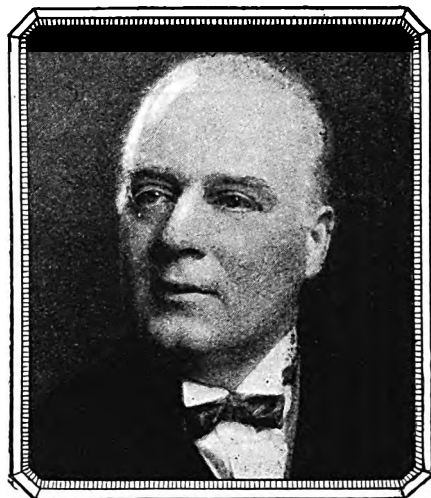
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“Don’t Knock!”

By

Carl Dreher

AN INDIVIDUAL emerging from the mass must always expect a certain amount of snarling and carping from those he leaves below him. No doubt when Venus rose from the waves the crabs and fishes made unfavorable comments on her figure, good taste, and morals. Probably the most charitable crustacean predicted that she would catch her death of pneumonia.

The adage, “Every knock is a boost,” is an unmelodious statement of an absolute truth. Disparagement is admiration with a reverse twist. It is the homage inferiority involuntarily pays to its betters. It is an ineffectual attempt to bring a superior man down to the cabbage level. It is the poorest and most common of weapons, used by the wall-flowers at the country club against the pretty girl who grabs off all the nice men, by the dumb-bells against the shrewd and enterprising, by the small calibres against the big guns everywhere.

Disparagement must not be confused with criticism. Criticism is a legitimate attack on a procedure, a policy, institution, or individual. There are many abuses in the world, and it is the part of a man to attack them. The oily fellow who goes thru life praising everything and never lifting his hand against anything is palpably either a fool or a hypocrite. The poet sitting on a sunny Italian hillside may really have believed that all’s right with the world, but that was before eggs went up to ninety cents a dozen. But disparagement is another matter. It is, simply—as the world’s people would put it—envy shooting off its mouth.

There is more idle detraction and social nagging in small towns than in the cities, not because the inhabitants of the little communities are fundamentally different from the metropolitans, but because, in general, they get less diversion. Carping is often the resort of people who lead drab and uninteresting lives. If their days were busy and full of zest they would have no time to run down their neighbors. And then, people know each other more intimately in Gopher Prairie, and the inclination to backbite being present, there as elsewhere, finds a readier outlet.

The instinct of good sportsmanship is always against disparagement. The world admires a good loser. A smile and few words are one’s greatest ornaments in defeat. *No one has to stay defeated.* Everyone is inferior in some respects, but no one need be inferior in every respect. If you are fat and ugly, write beautiful love poems and deny yourself to photographers. Are you afraid of cats and dogs? Invent a new type of steel bridge to show your manliness. Is your business ruined? Run for Congress. The world is wide, and every man’s principal enemy is behind his own shirtfront.

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Suggestive Treatment

A Chat with the Editor

Henry Knight Miller

IN every age where orthodox medicine has failed, healers lacking medical training have produced amazing cures.

The career of Jesus as a healer is made comprehensible, and no forced faith is needed to believe in His healing "miracles" because they have been reproduced by thousands of healers down to the present day.

Thru the Middle Ages we learn of innumerable cures at Catholic shrines. These are still being witnessed at the Lourdes and other far-famed shrines.

Dr. John R. Newman in America and Europe in the middle Nineteenth Century is credited with 250,000 cures. His close colleagues, men of unquestioned integrity and sincerity, estimate that the patients personally cured after visiting the clinic of Emile Coue at Nancy numbered at least 40,000.

Thru the Emanuel Movement, fathered by the Episcopal Church, thousands of remarkable cures have been reported.

Leaders of many fanatical religious sects such as that of Dowie, the Millerites, and Holy Rollers, have effected unquestioned cures of great magnitude.

Other scores of thousands have found healing thru the ministration of such movements as Christian Science, New Thought, Theosophy and Yogism.

STUDY AND USE THE LAW

TO allege that the creeds and dogmas of any of the above movements must be true because of their healings is manifestly absurd. Since each contradicts the other in one or many points, clearly all cannot be true, and since all have produced precisely the same healing phenomena none is demonstrated as true because of these healings.

As a matter of fact the religious and metaphysical dogmas characteristic of these various cults have little or nothing to do with the curative results. These are due to the unconscious use of a psychological principle, namely suggestion or auto-suggestion. No one need leave his own faith for another in order to gain health, tranquillity and happiness. One may remain in his own church or no church and gain all of these benefits by studying and using the laws of suggestion and auto-suggestion. It is the psychological element in all of these faiths which is responsible for the therapeutic results obtained.

We will go still further and say that the principal factor in the many healings achieved by all schools of therapy—allopathy, homeopathy, osteopathy, chiropractic, naturopathy, hydropathy or any other, is sugges-

tion or auto-suggestion. We do not mean to infer that any one of these schools is without value. Our position has always been that if a person becomes seriously ill he should send for a doctor. There are certain drugs and manipulations which have a stimulating effect upon the vital organs and inner curative forces so as to facilitate the cure. There are important hygienic regimes, which any doctor can prescribe, that are doubtless much more beneficial than medicine.

Out of 22,000 drugs known to medical science there are only three or four specifics. In the vast majority of cases the best that drugs or manipulations can do is to stimulate the healing forces that are resident within the body. All healing in this sense is self-healing. And more potent than the prescription is the suggestion of the doctor that the medicine will relieve the adverse condition and the faith (auto-suggestion) of the patient that a cure will follow. I have known sick folks to feel relieved as soon as the doctor was called for. I would not advocate that the physician dispense with medicine. It is at present a necessary means for impressing the patient with the auto-suggestive faith that he will get well. People do not want suggestions from a doctor. They want a bottle of medicine, and if they do not get it they will lose confidence in the doctor. I merely urge that the medicine be at least harmless and that the prescription be accompanied by positive suggestion of quick recovery and subsequent health.

Every well informed physician is aware of the influence of suggestion in healing. Not to use the principle to the utmost is to fail in the full performance of his professional duty. The more largely he uses it, the more remarkable will be his cures and in consequence the larger his practice and fame. Similarly the physician who, ignorant of the laws of suggestion, constantly gives out negative suggestions that make the patient worse and in many cases are a chief cause of death, is a menace to society.

EVEN ORGANIC CASES YIELD

WHILE the effectiveness of suggestion in functional cases has long been admitted by progressive physicians, there has been a general impression that it had no potency in organic cases. Emile Coue found after extensive investigation that not only functional but organic cases yielded to suggestive treatment. His findings were corroborated by Bonjour of Lousanne, Baudouin and numerous other investigators of unquestioned scientific standing.

In the Swiss canton of Vaud the peasants, as a means

of amusement, according to Baudouin, cause warts to appear on their hands by gazing at a star and touching the desired spot or spots with a wet finger-tip. The confident expectation that warts will appear seems sufficient thru the unconscious auto-suggestion invoked to produce the warts. One out of numerous equally simple cures is to rub the warts with a piece of bacon rind which is then placed beneath a stone on damp ground. When the rind rots the warts disappear. Of course there is no virtue in the procedure other than the auto-suggestive element.

Baudouin in his admirable *Suggestion and Auto-suggestion* cites numerous convincing cases of unquestioned organic modifications and cures thru suggestion.

Practitioners of hypnotic suggestion have amassed indisputable evidence of cures of organic as well as psychic cases. From this it would appear that it is difficult to set any limitations as to the effectiveness of suggestive therapy.

No less startling are the results obtained in mental and moral cases. Remarkable results are persistently obtained in cases of neurasthenia, obsession, melancholia, kleptomania, sexual irregularity, alcoholism, and drug addiction. Cases without number have yielded to skillfully administered suggestion and auto-suggestion.

In last month's article in *PSYCHOLOGY* we discussed at length the principles and practice of auto-suggestion—that is, suggestion administered to oneself without the aid of an operator. In a sense all suggestion is auto-suggestion. In hetero-suggestion, that is suggestion given by one person to another, the operator is simply imparting ideas to the subject which bear fruit in proportion as they are transposed into auto-suggestions.

WE ARE WHAT WE THINK

AUTO-SUGGESTION, whether reflective or spontaneous, plays a part of paramount importance in every human activity and interest. This is because our behavior, emotions and even our reason, are primarily conditioned and controlled by the subconscious mind and auto-suggestion is the principal means of contacting and re-educating the subconscious. Thus those who think in terms of weakness, failure, inferiority, despondency and lack, so influence the inner or ideo-motor forces as to lead unfailingly to the manifestation of conditions corresponding to their negative thoughts, which in time become negative auto-suggestions.

Upon the other hand thoughts of courage, hope, faith, self-confidence, strength, success and happiness become auto-suggestions which, entering the subconscious, tend to organize all of the inner forces to aid in the achievement of these desirable ends. Here we find the scientific verification of the ancient adage, "as a man thinketh in his heart so is he."

Charles Baudouin, the eminent Genevan professor, who has contributed the most scientific and scholarly work on this subject, takes the position that every suggestion must become an auto-suggestion before it can bear fruit. Suggestion has no potency in itself, except as it becomes an auto-suggestion.

We are inclined to question this position. In his enthusiasm about the work of Emile Coue we believe the

great scholar in this instance has displayed a bias in favor of auto-suggestion not altogether justified by the facts.

Psycho-analysis has uncovered myriads of complexes in the subconscious minds of individuals which are the fruits of some suggestion given in childhood, never consciously accepted and long since forgotten, which nevertheless largely influence the behavior of after life. These suggestions could not have been transposed into auto-suggestion.

VARIETIES OF SUGGESTION

LIKEWISE hypnotists have given innumerable suggestions to hypnotized subjects of which the patients had no conscious recollection and yet which have profoundly influenced subsequent behavior. Here again there is no auto-suggestive element involved.

Nevertheless we gladly agree that auto-suggestion is by far the most important means of influencing the subconscious, and that the tendency is to translate all impressive suggestions into auto-suggestions and when so translated the suggestion becomes infinitely more potent.

If auto-suggestion is the first and most important form of suggestion, what are some of the other important kinds? Winbigler in his excellent book *Suggestion* lists fifteen kinds. A few will here suffice.

There is hypnotic suggestion, in which an operator places the patient in a hypnotic or semi-hypnotic (somnolent) state and, with the subject's conscious mind in complete or partial abeyance, gives his suggestions direct to the patient's subconscious.

This method of suggestive treatment was first rescued from the bogs of superstition, occultism and mysticism by Liebault and later his equally famous pupil Bernheim, in the latter part of the Nineteenth Century. Freud's founding of the method of psycho-analysis was an outgrowth of observations on hypnotized patients. Coue's school of auto-suggestion had its roots in the same method which he studied in the Nancy school, under these two great masters. Thru hypnosis remarkable cures were effected. The method had quite a vogue among medical men both in Europe and in this country. While it is now giving way to simple suggestion and auto-suggestion, remarkable cures are still being performed by psycho-therapists using this form of suggestion. Doctors Fox and Gayer, associated with the staff of this magazine, both are constantly securing results which border on the "miraculous" in both functional and organic cases.

Then closely allied to hypnotic suggestion is narcotic suggestion. While Dr. John D. Quackenbos ranked as one of the foremost specialists in hypnotic therapy in America, in his latter practice he used the method of putting the patient to sleep by administering drugs, then giving the healing suggestions. Individuals under the influence of alcohol or other narcotics are very receptive to suggestions.

There also is telepathic suggestion. Telepathy is now one of the clearly demonstrated facts of life. Only thru sheer dogmatism and the ignoring of voluminous and well authenticated evidence can anyone doubt its existence. We can help and constructively aid others

without speaking a word, and even at a distance, if we have the power to send thought messages and the subject is receptive to such telepathic suggestions.

Then there is sleep suggestion. During ordinary sleep, suggestions may be given the sleeper in a quiet, soothing voice so as not to produce an awakening. This method is marvelously effective with children in helping them overcome undesirable habits or tendencies. But it is also helpful to adults. The subconscious never sleeps and is always receptive to suggestion.

CURED OF THE DRINK CRAVING

SOME years ago we published an article in *PSYCHOLOGY on Sleep Suggestion*. One of our readers took the magazine to a neighbor whose husband was a confirmed periodical drunkard. Every two or three weeks he would go on a debauch lasting for days during which he would be continuously intoxicated. The wife started at once to give him suggestions during his sleep. "You will lose your craving for alcohol. Drinks will prove distasteful. When your friends urge you to drink you will decline. You are cured of your desire for drink. You are strong-willed, powerful, victorious."

The man went on only one spree after treatment started and we received an unsolicited statement from an attorney attesting to this man's perfect recovery after six months of abstinence. Think of the marvelous possibilities of such a method in treating any form of delinquency or physical, mental, or social maladjustment.

But we are here concerned primarily with direct induced suggestion given verbally by an operator to a subject in full accord and cooperating with the operator's aims.

The ideal conditions for suggestive treatment are complete quiet, perfect relaxation, receptivity and faith upon the subject's part and quiet confidence, sympathetic, well modulated voice, positive, dynamic attitude, patience and perseverance upon the part of the operator.

We are not here describing any of the various methods of hypnotic suggestion, tho it is highly desirable that the patient be brought into a semi-hypnotic or somnolent state. Such a state of repose and passivity will heighten the effect of suggestion given.

The patient may recline in an easy chair where complete freedom from bodily tension may be secured. The operator should stand in the rear and suggest that the subject close the eyes and completely relax. In case of a headache gentle massage of the forehead and at the base of the brain will aid to focus the suggestions while they are being given. In cases of neuritis or other pain the parts affected may be gently stroked during the suggestions which might be as follows: "The pain is passing. It is going, going, going. You are feeling better. You will soon be completely well. Every organ and function of your body is functioning perfectly just now. Congestion is breaking up. Perfect circulation of the blood is taking place. You are getting better. Now relax completely and think of nothing but 'The pain is passing. I am getting better. I shall soon be completely well. Perfect health.'" Then permit a few moments of complete silence, followed by a cheerful

"Now get up, rub your hands, take a deep breath—Now—Don't you feel better?" The answer will be invariably "yes." Should the subject say "no" assure him that he will shortly begin to improve, and urge him to practice faithfully the auto-suggestions given in all confidence of complete healing.

Another method more closely resembling that of hypnotism is the following. Ask the patient to lie on the back on a couch. Have him fasten his gaze on a given small bright object, relax utterly and let his mind become as nearly as possible a vacuum. Tell him in a low monotone that he is slipping into a passive condition in which he will accept your suggestions utterly. Say "Now your eyelids are becoming heavy. Your eyes are closing. You cannot open them for the moment. Just think, 'I can't open them, I can't, I can't, I can't.' Try to open them but keep thinking, 'I can't,' Now you see you can't, but you will instantly when I tell you to." By this time the patient should be in a favorable condition for reception of suggestions, and you proceed. Some few patients may become instantly hypnotized by this method. Others will enter hypnotic sleep after several "sittings." But for the vast majority it will create either a somnolent stage of semi-hypnosis, or merely a condition of relaxation, passivity and receptivity to suggestion.

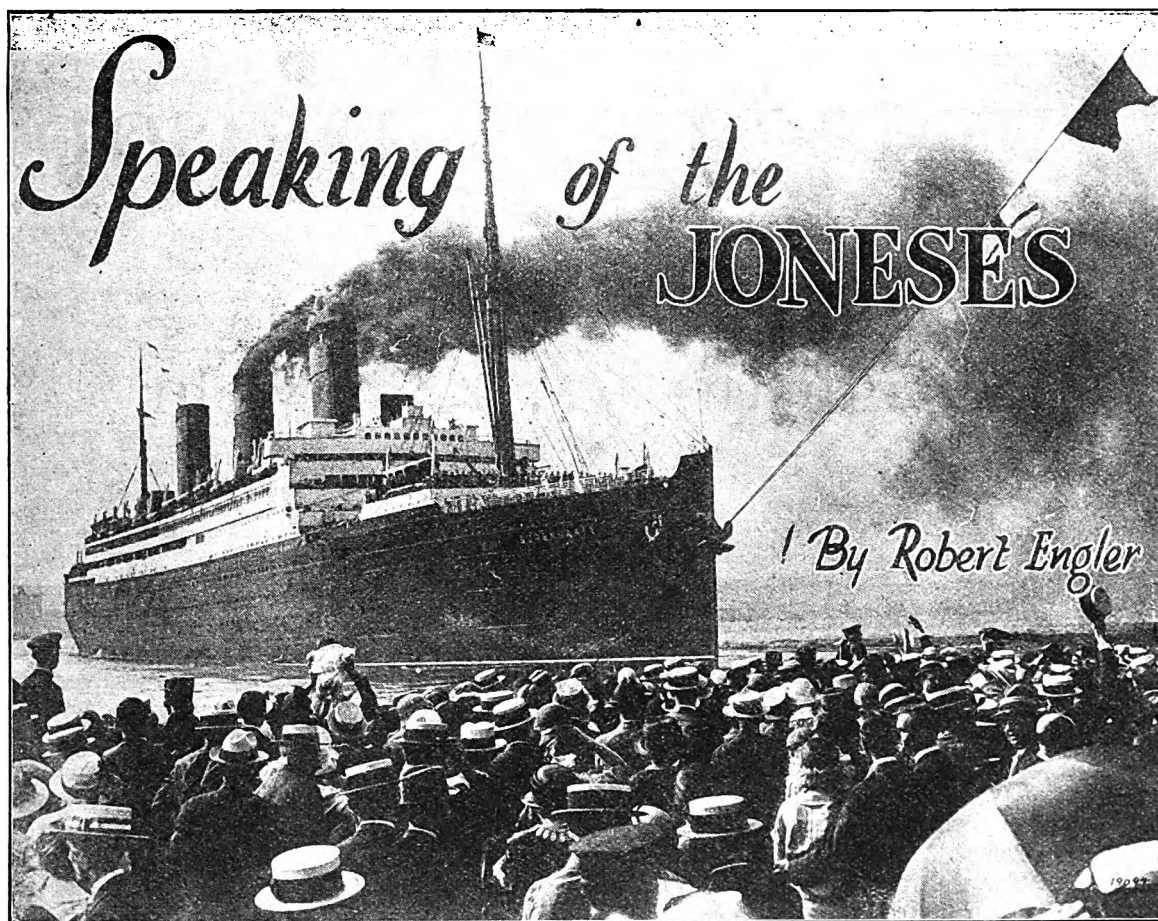
We do not claim that suggestion will cure every case, but we do claim that it will relieve most cases and cure a large percentage.

DON'T DISCARD THE DOCTOR

NEITHER are we proposing that suggestive treatment be used by unskilled practitioners in lieu of calling a doctor. In many cases of simple indisposition where a doctor would not be summoned anyway we recommend the use of these methods. In more serious illness a physician should always be summoned. But even in such cases suggestive treatment will assist the medical treatment and hasten the cure. The ideal arrangement would be for every physician to have an assistant well trained in suggestive therapy who could follow his visits and under the doctor's supervision augment the physical treatment with suggestive therapy.

Of course in an infinite number of mental and emotional states no doctor is required. In these the suggestive practitioner alone can help. These are such cases as timidity, worry, fear, jealousy, bad temper, hate, inferiority, lying, dejection, etc. Every parent should in such cases be a suggestive practitioner moulding with constructive suggestion the plastic spirits of their children into a lasting and noble idealism which will guide them thru life.

One last word. Always keep your suggestions positive. Avoid any negatives. Do not stress the bad except in assuring the subject that all undesirable conditions are passing. Emphasize affirmatives. Do not tarry on sickness. Affirm perfect health. Avoid the use of the negatives *no* and *not*. Try to phrase each suggestion so as not to use either. Be positive, constructive, cheerful. Radiate faith, confidence and kindness, and you will become a constructive and ennobling force to many.



"I think it would be a good thing for Tom if his wife would go to Europe every summer."

THE Joneses are bettering their reputation. For every young couple they drive on the rocks, it seems, the Joneses pull another proud pair out of hock, placing them on a pedestal of power and pecuniary solidarity.

"Thank goodness, my brother's wife is going to Europe this summer," said the jubilant president of a large corporation. His brother had a subordinate job in the branch office at Dayton.

"But, Mr. Titus, I thought your brother was just married last year. It was my impression, too, that he was none too well off financially."

"That's just it. That's it exactly. She'll get over there and spend a lot more money than the tour ticket calls for. Then Tom will make me or somebody else give him a better job. I honestly think it would be a good thing for Tom if she would go to Europe every summer."

"John and Doris, some friends and neighbors of ours, recently had a streak of luck," a young chap confided to me not long ago in conversation on a Pullman smoker. "He bought Doris a sporty Parman 80 and they started building themselves a new home not long afterwards. In the midst of their pros-

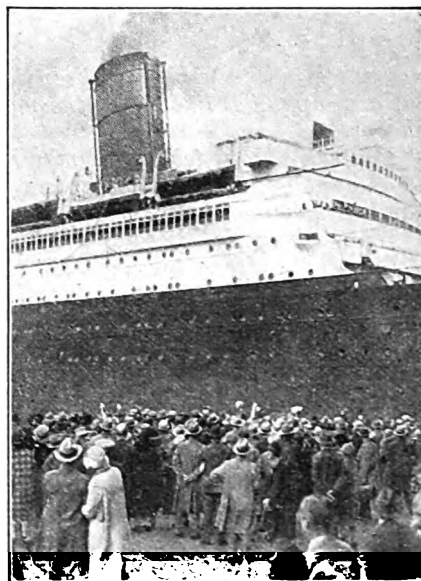
perity my wife and I got to talking it over one night after we had gone to bed. Now my wife is a college woman and always uses faultless English. But what she said to me that night, freely translated, was about as follows:

"You are a fine piece of cheese to let that boob John Powers feed you his dust. I thought I was marrying a real guy when I got you. But I was always warned to expect a lot of disillusionments after the first flush of married life wore off."

"Well, sir, that was just two months ago. Today I am returning from Buffalo and in my pocket I have a contract to open a New York office for the Bittinger people. I am getting twice the salary I ever made in my life, with a commission arrangement to boot. Yesterday I telegraphed the Parman people to deliver one of those sport 80 models to my wife. This noon I wired Ann to meet me at the Grand Central station in it. She'll probably be needing another fur coat this winter, too."

"So you are keeping up with the Joneses, eh, young man?"

"You bet. And speaking of the Joneses, I can say in all earnestness: Thank God for them—and long may they live!"



Furnace Philosophy

An Interview with

Augustus H. Landwehr

By Hazel Manley

IN 1906, the Holland Furnace Company was but an idea. Today it is the biggest business of its kind in the world. The inventor of this furnace, John P. Kolla, started work in the great De Wendel iron mines and blast furnaces for thirty cents a day. He came to America at twenty, learned the foundry business, and at forty-five perfected the invention on a new type of warm-air furnace.

When Augustus H. Landwehr, the power behind the growth of the Holland Furnace Company, married Mr. Kolla's daughter in 1906, the furnace inventions were completed and Landwehr received a "warm" welcome into the Kolla family. Now he is forty-eight, and his achievement as directing genius of the Holland Furnace Company is one of the noteworthy successes of the business world.

Just to see Landwehr is to be impressed with his personality. Bubbling over with energy, always ready for action, he knows how to make warm friends without the use of the furnace which he makes and sells.

"Men are made thru ambition, ability, and leadership," according to the ideas of Landwehr. He has applied these ideas to his business and the business has become the leader of its kind.

"Each one of us is the captain of his own crew," he explained to me. "Because of one man's position, another man looks to him for guidance and initiative. An executive is respected by his men, and any leader must be the kind of man he wants his men to be.

"To build the men that build the business we take credit for, we must begin with 'Number One'. Are we each the man we might have been up to now? That's the all important question. It is

not a matter of what position we occupy, nor how we got where we are, but are we, ourselves, growing or dying today? We can't stand still. Are we building men who push us up, or the kind that tear us down?"

The record of Landwehr's furnace company speaks for itself. There are 525 factory branches, employing about fifteen hundred salesmen, and more salesmen are in training and additional branches are being built.

Mr. Landwehr took over the selling end of the business by the "door-bell" method, after they had tried the plan used by other furnace manufacturers to market their product. Selling furnaces thru dealers did not give satisfaction because the dealers were not expert in installing them.

"From experience, I know that no successful business can be built with a product that fails to render satisfaction," Mr. Landwehr told me. "That is why, after having followed the crowd and meeting with little success, I decided we would have to strike out and develop our own plan in order to get the results we

wanted. The need to satisfy customers was not all that led to this decision. We wanted to go after business aggressively and intensively, and we found that dealers could not always be depended upon to use as much energy as we would use. So we adopted the plan of carrying the message direct to the consumer, making installations ourselves, and covering each sale with a guarantee as strong as our business."

Out in Holland, Michigan, Landwehr is known to all his associates by his first name, and I had the same question asked me half a dozen times by representative business leaders, before I had been in town two hours—"Have you met 'Gus' Landwehr?"

"Gus" Landwehr Says:

"It's not so much that a man is known by the company he keeps as that a company is known by the men it keeps."

"You can always tell a real man by the amount of jamming he can stand—and stay sweet."

"What a man is his sales are!"

"It isn't the size of the town but the size of the man that determines his success."

"Help any man, and he respects you; but help a real man to help himself, and he will bless you for life."

"My policy has always been to take the ordinary man and by teaching him concentration and specialization enable him to do the extraordinary."

Several times I heard the story of "Gus" starting as an office boy when his employer hesitated about hiring him because he seemed "too good for the job." But Landwehr wanted to learn the business, and he wanted to master it from the ground up, so he insisted that he begin at the bottom. Later, when he was earning thousands a year in the sales end of the business, he realized that in order to become an executive and owner of the business as he intended to do, he must also master finances. In order to do this, he quit again to take a job in the accounting department at a salary of \$150 per month. The characteristic, recognized as the Landwehr thoroughness, is exhibited in every phase of the Holland Furnace Company management, from the manufactured product to the training of the salesmen, and the records and charts by means of which he controls the business.

"This business of ours, growing as it has in the past twenty years, during which time we sold over \$100,000,000 of one product, will not look big to me unless we can duplicate that record in the next five years," Landwehr said.

"What has already been accomplished is due entirely to the efforts of our own trained men. The man on our sales force who does a big and growing business is one who uses a card index. In this index he lists every home in his territory and other details relating to these homes with a view of installing furnaces there. At first I thought we could hire trained furnace salesmen from other manufacturers, but I soon learned my mistake, and we started a campaign of man-building.

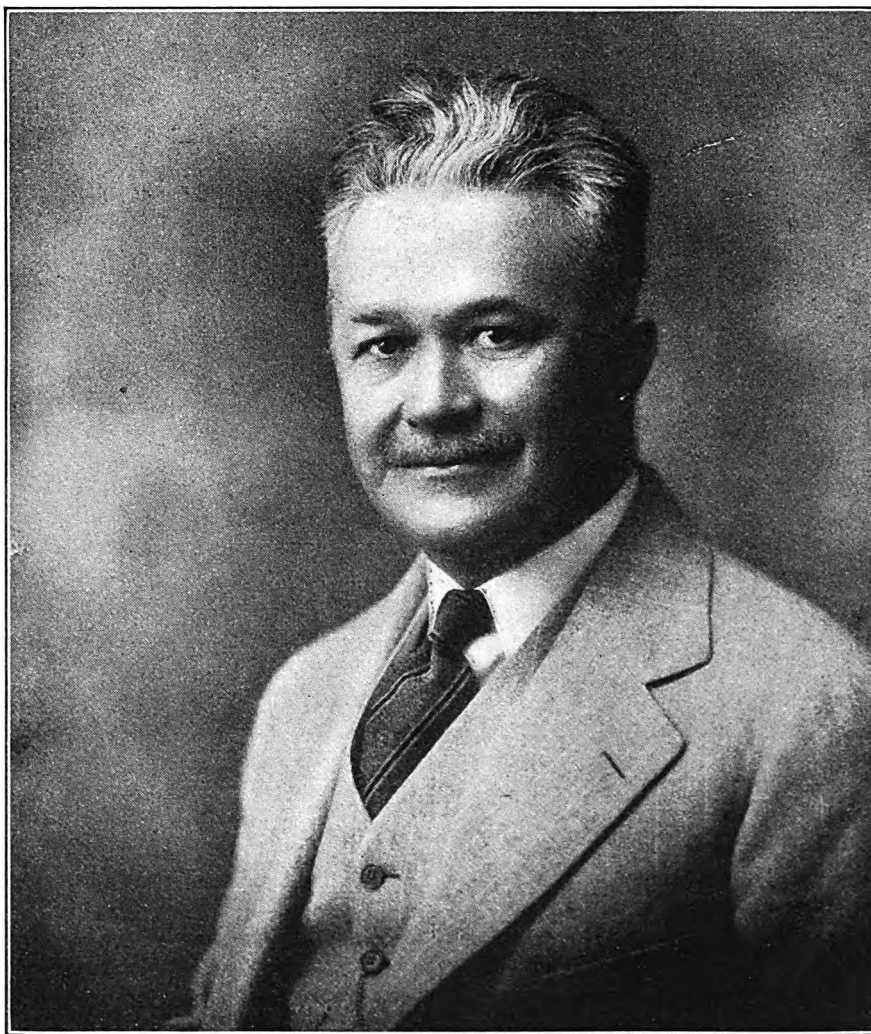
"The biggest thing in the world is in our hands as business men and salesmen; to sell the peoples of all the world the idea that business and prosperity depend on constructive thoughts and deeds. Life is a fifty-fifty proposition. If we have our share of trouble, we

are usually worth double compared to the man who has not had his share—the same troubles that build the strong man break the weakling. You can always tell a real man by the amount of jamming he can stand and still stay sweet. If we do our level best, then, whatever comes to us is best for us. We may not see it at the time, but when we look back we find it is the hard things we went thru that made each one of us the man he is.

"Business depends upon sales, regardless of the kind of business it may be, and the sales depend upon the 'man' in 'salesmanship,' for I can tell you as a man from Missouri, who has been shown, that *what the man is*

the sales usually are. Good man, good sales; poor man, poor sales; bad man, bad sales—it all depends on the man at the front—provided, of course, he has a product of standard service to sell.

"There are five things essential to a successful manufacturing business; a standard product for which there is need; efficient production so that the product may be sold at an attractive price; management that has ability, vision, reliability, courage, and an understanding of the Golden Rule; advertising of the right kind, and salesmen who have enthusiasm, the intelligence and the nerve to



Augustus H. Landwehr, president of the Holland Furnace Company, under whose direction the company has doubled its business every other year since 1906—until now it boasts 525 factories, 1,500 salesmen and a record of \$100,000,000 worth of products sold.

keep on fighting when things come hard."

Salesmen for the Holland Furnace Company cannot complain of the pattern set before them for example, and they do not. Hundreds of these men travel across the United States each year just to hear their company president deliver his message of inspirational psychology. As a result, they return to their fields of labor, benefited, inspired, and refreshed for action.

"We rarely hire a man who has had previous experience with any other furnace manufacturer," Mr. Landwehr continued, "but we are constantly finding in

the most unexpected places men who are capable of becoming salesmen, and once we get them to accept the right mental attitude, they often do wonders. We have several former ministers among our salesmen, a couple of former judges, some ex-bookkeepers, an interior decorator, and so on.

"Often we take men from our own factories. The very first man I hired when we started on our new basis had been a flour salesman, but he and I sold four furnaces in Grand Rapids the first day he was on the job.

"In our business every man profits in the measure in which he produces. I believe that a company is known by the men it keeps, and we rarely lose a man except by death—or some unusual occurrence. Four years ago we published the picture of fifty salesmen who had been with us from two to fifteen years. Our men, no matter where we get them, or what kind of job they have held before, must serve an apprenticeship as furnace installers, assisting men whom we have already trained as practical house-heating engineers. You must know your product before you can feel enthusiastic about it. If a man is unwilling to go thru an apprenticeship as we demand, he is licked before he starts so far as our business is concerned."

A few years ago, the number of student salesmen for the Holland Company was found to be increasing rapidly. It was then that Landwehr built a hotel for them, the Warm Friend Tavern, which is one of the most attractive small town hotels in the country. Here one learns much of Landwehr's man-building system. These men and their interests are near to his heart, and he lets them know of his anxiety and hopes for them. There is also a school for the girls who serve as assistants to salesmen and sales managers.

Mr. Landwehr has tried out his man-building methods and has found them all that he dreamed. He explains his idea this way:

"A few find opportunity at every turn, and others claim it knocks but once and passes them by. Opportunities are very much the same for most people.

"The ideal man we all want must have an open mind and a clear one; he must have health, knowledge—and intelligence to use it—a pleasing positive personality, and a reliable character. He must have eyes to see and ears to hear, a heart to feel, and his work must be to him a real mission. He must possess action, determination and endurance. Such men are not without jobs. The world is looking for them. We must build our own, and it can be done.

"The safest way to get our supply of salesmen is to go into the highways and byways and find men who have the making of success in them and train them

for the work. Help any man and he respects you, but help a real man to help himself up the ladder of success and he will bless you for life. That's why my policy has always been to take the ordinary man, and by teaching him concentration and specialization to enable him to do the extraordinary. That's what pays, and he stays, for his profit and ours. Human nature is like that, and the philosophy is not new.

"Distance tests the strength of a horse and time tests the worth of a man. If you are worthy to hold your position, you must hold your best men, keep them growing, and add to their ranks.

"It is said that an army fights on its stomach, and it is just as true that a salesman fights on his belief. That belief must in many cases be placed there, and there is always a way to instill it. Faith in his own ability, faith in himself, faith in his product, in his organization, in his fellow-man. That is all he needs.

"The attitude of 'I Can' is a fifty-per-cent winner before the man starts out, and it is up to us to instill this faith in our men before we let them go out. If any man fails it is fifty per cent our fault—in selection, in instruction or in handling the man. In our business we accept fifty per cent of losses on this supposition.

"'A lady or gentleman will not offend me and no one else can,' is an axiom for a new man to know and to remember. It will help him hold his temper, which would poison his blood and disposition if it should break loose. A man needs temper to be worth anything; if he has it under control it is worth a lot.

"There are no two men alike. A psycho-analyst may tell you what a man is fit to do, but to get him to do it is another matter.

"Life is an accomplishment, the doing of one big thing after another. The difference between a winner and a loser lies in the degree of interest each takes in the task at hand, and in the spirit or attitude in which the job is tackled. Watch winners anywhere, at work or at play, and you will find they are wholly interested in what they do at the time. They may not live any longer in years, but they enjoy every minute while here, and to them every minute is worth something.

"Life is all a matter of what we are and what we are doing here. The world owes no man a living who is not willing to collect it in payment for service rendered. Opportunity calls for physical fitness, mental alertness, spiritual awakensness to capture, to multiply, and to appreciate the blessings we receive and to pay for them in corresponding service.

"Opportunity is all about us. In the appreciation we can show a brother worker, in the commendation of work well done, in the unexpected kindness we may do here and there, the little (*Continued on page 61*)

Five Essentials

There are five things essential to a successful manufacturing business:

(1) *A standard product for which there is need.*

(2) *Efficient production so that the product may be sold at an attractive price.*

(3) *Management that has ability, vision, reliability, courage, and an understanding of the Golden Rule.*

(4) *Advertising of the right kind.*

(5) *Salesmen who have enthusiasm, intelligence, and the nerve to fight when things come hard.*

A. H. Landwehr

Call It Something and Go On

Illustrated by
Walter Van Arsdale



Another "Red Pepper" Jones Sales Talk

By Gilbert Price

WE all liked Red Pepper Jones. He was our star salesman so far as orders were concerned and he was a brilliant and shining light at the Monday morning conferences.

Tall, angular, homely, he would slap his elongated legs and declare, "I tell you, salesmanship is seventy per cent. legs and I've got 'em!"

"And big feet," volunteered the cub salesman hesitatingly.

"You're right boy," he replied. "They can stand the gaff of a hard day's work."

"It takes legs and feet to carry you all right, Red," interposed the Boss, "but the rest of you fellows must not forget that brains are necessary for the job to which legs and feet carry a man, and Red Pepper's name wouldn't be at the top of our list if it were not that he has wits and knows how to use them, but sometimes using your wits as best you can doesn't help you any."

"I suppose a fellow is just plain dumb in that case," ventured the cub salesman again.

"Not necessarily," spoke up Red. "A man may be ignorant and not dumb, but he doesn't need to be fool-

ish. It isn't necessary for us to know everything before we try something. I learned a good lesson when I was a youngster. We had company at our house and my mother sent me down to the grocery store.

"Get a half dozen eggs," she said, and on the way back, stop at the Browns with this note.

"I did the errand, stopping at the Browns as she said. Mrs. Brown was just finishing a batch of cookies. Like Tagalong, I was very fond of cookies and so I stayed until the first batch came out of the oven. I stayed longer than I intended to. When I reached home my mother was quite excited.

"You were a very naughty boy to stay so long at the Browns," she said, "I had intended to have ice cream for dessert. It is too late now."

"Ice Cream! Whew! how I liked ice cream! I stopped at the Browns and stayed long enough to get the cookies, but I missed the ice cream. I have never forgotten the incident and as I grew older I realized its significance. It's often necessary to stop, sometimes on purpose to look and listen, then other times against our will. But it is never necessary to stay. We are too

prone to allow something that temporarily appeals to us to hold us up. As a result, we miss something that is much more important. Or perhaps, we approach what seems to be an insurmountable obstacle and let it divert us.

"We shouldn't let anything become a stumbling-block upon which our whole future is wrecked. We are all seeking perfection. At the same time, we must realize that if we are too insistent upon becoming perfect in every detail before going on to the next thing, we will never get anywhere. Few pupils would ever graduate if it were necessary for them to be one hundred per cent. perfect in everything. Most of us have been satisfied with a passing mark.

"I remember another incident that made a great impression on me. It was a busy day in the school room. Everyone of the forty youngsters had been trying to get the attention of the teacher all morning. I was among them. I was studying my reading lesson out of the old Barnes Fourth Reader. I came to a word upon which I stuck. I held up my hand until it was tired. Everybody else received attention but me. The time to recite was approaching. At the last minute, he came to my seat.

"I was so disappointed and discouraged that I burst into tears. I wouldn't have my lesson that day because the teacher had failed to pro-

nounce one word for me. I was hopelessly stuck.

"What is the matter?" he asked kindly.

"I can't pronounce that there word," I blubbered, "and so I couldn't get the rest of my lesson."

"Never mind, let's forget all about it. You shouldn't have stopped there. Why didn't you call it something and go on?"

The misery of that day has stayed with me, and so has the remark of my old kind teacher. What a tragedy is enacted whenever someone holds up Life until he has learned to pronounce one word.

"Human progress has been developed by practicing this principle I am emphasizing. If Steinmetz, Edison and Bell had waited for Doctor Milikan to isolate the electron before they applied the principle of electricity to practical use in the home and shop, we would not be enjoying the benefits of the electric light, the telephone and all the many conveniences that have helped to take the drudgery out of the housewife's work and make life more easy and pleasurable to all of us.

"No doctor can explain all of the processes of nature. He can't diagnose every condition accurately. He does not know the cure for cancer. He cannot save life every time. But he can alleviate pain and many times he can assist nature to effect a cure. He recognizes his limitations, but he doesn't allow them to deter him from doing the best that he can with the knowledge that he possesses and the means at his disposal. He does not refuse to do anything until he is able to do everything. He does not consider it necessary to know it all before he makes use of what he does know. That is why so much progress has been made in the science of medicine.

"As a matter of fact, those who do excel have not reached the peak of their accomplishment without tasting failure. Many times they have had to leave some question unanswered, some (Continued on page 54)



Mrs. Brown was just finishing a batch of cookies. I stayed till the first lot came out of the oven.

Miracles of Suggestion

Second of a Series of Reminiscences—With Instructions in the Use of Self-Suggestion

By G. Arthur Gayer, Ph. D.

IN my present article I am drawing somewhat freely on my experiences as a mental and psychic specialist, so they are, in that sense, autobiographical.

It has been my privilege for many years to show the world the great value of mental suggestion in healing the sick, in overcoming evil tendencies and injurious habits in young and old, and in awakening dormant faculties and talents of whose existence the majority of the owners never dreamed.

When I first practiced the art of mental suggestion and engaged in psychic and occult experimentation, these subjects were in their infancy compared with what has been learned during the past forty years, and there is still room for improvement.

In connection with the deeper and more remarkable manifestations of human power, it is interesting to note that before the English Society for Psychical Research was organized, it was a risky thing for any public man to express a belief in occultism. The "scientific" world regarded any one as a fool or a knave who dared to step beyond the frontier of mundane experience. But these times are slowly changing. On the whole, the materialistic school is still hiding behind its purely mental and physical yardstick. In the eyes of the dyed in the wool materialist, such phenomena as clairvoyance, clairaudience, telepathy, etc., are still the "stuff that dreams are made of". But the solid front of the scientific world against speculation in this realm is broken. An ever-increasing number of reputable scientists, including not only psychologists but philosophers and statesmen, are taking a leading part in psychic and occult research.

The important thing is that psychic and occult phenomena prove the claims of therapeutic, educational and reformatory psychology.

In this article I propose to give, among other things, a brief outline of the technique of self or auto-suggestion, so that those of my readers who have no access to a reliable teacher or healer, may have the benefit of my long and varied experience in this line of work.

It must be emphasized, however, that very few people are capable, at first, of employing auto-suggestion to the best possible advantage. In fact, it requires a considerable degree of knowledge and experience to utilize these measures to really profitable purposes.

As already referred to in my first article on the

"Miracles of Suggestion", there are not two minds, conscious and subconscious respectively, but two aspects of one mind. There is an objective and a subjective part, the latter being subservient to the former, tho not limited by it.

The conscious mind is the medium thru which the powers of the subconscious mind are reached and controlled.

The subconscious forces respond to man's needs in proportion to the degree of faith and will in which it receives conscious orders.

A confident and persistent mandate from the conscious to the subconscious mind to support us in whatever we wish to do or be, helps us to obtain the ends we have in view.

Mental or psychic suggestion, therefore, is the principal means by which we lay hold of the infinite powers of the subconscious. Its supreme purpose is to reveal, unfold and apply the sovereign potency within man.

I know from many experiences with myself and others that any man who implicitly believes in the secret resources inherent within himself, and who has absolute confidence in the Infinite Intelligence and Power which are an inseparable part of his whole being, receives from these sources according to the measure of his "faith and works". Such a man may connect with forces of knowledge and power which will make him the master of any circumstance.

From a general point of view, mental suggestion may be said to dominate people the world over. The highest and the lowest are all under the sway of one or another form of suggestion. Humanity does not know to what extent it is controlled, for weal or woe, by this universal power.

This dictator rules men and women alike. They are blind followers and do not realize to what extent they serve. They even arrive at the point of believing that the opinions and decisions are of their own making; for they do not distinguish that which is imposed by suggestion, confusing their desires with its orders.

That mental suggestion is a universal instrument is a self-evident fact. It has been practiced, consciously or unconsciously, in all times and for every purpose.

This is particularly true of the various branches of the healing art, from the physical, mental and moral points of view.

(Continued on page 69)

"Answered" By Charles M. Martin

Illustrated by Robert Hawley

"AM I a coward? Have I lost my courage? Will I show the white feather?"

Conway Laird was lost among the labyrinths of a searching self-analysis. As he walked along the beautiful shore line that makes Laguna a paradise for artists, he was entirely unconscious of the beauties of sun and sea. He was much too busy with the problem that had haunted him for two years or more.

True enough, no one had ever questioned his courage. But that was before the accident which had robbed him of so many things. It seemed to him now that he dated everything back to that accident. Things either happened so long before, or so many months after it. At any rate, he was questioning himself.

In appearance, there seemed to be nothing wrong with him. His tall muscular figure was well developed, and his thirty-five years seemed to sit lightly enough upon his broad shoulders. A heavy coat of tan added to his general look of health and well being. But Laird *knew*.

Have you seen an oak apple which seems to hang sturdy and secure from the branch of a live oak tree? Solid looking, its dull gray surfaces seemingly immune to wind and weather.

You touch it with your finger and behold! Your finger has penetrated into the very core, and a dry, powdery dust fluffs into the air, thus proving to you the fallacy of judging anything, animate or inanimate, from its appearance.

Conway Laird was thinking of oak apples and comparing them to himself, as he tramped along the hard-packed sand, oblivious to his surroundings.

He made a fetish of perfection, and he was blessed with that quality of mind and spirit which appreciates. Nothing was casual to him, and he never was bored. Life was interesting and always had been.

In retrospection, he looked back upon his life, and thought of the things in which he had excelled. Mountain trails he had climbed all day without fatigue. A five-mile swim was only a pleasurable exercise. He had spent days and nights in the

saddle, and had sung to the stars with joy in his heart.

He had sung to his public with a vibrant voice, whose overtones told of experience and understanding that had not allowed bitterness to mar the sweetness of his spirit.

He had run and danced, and worked with an enthusiasm that seemed tireless. But that was before the accident. Most often now he sat in the places of the old folk who were content to *watch* life, instead of being an active part of it.

Four years ago, and yet it seemed but yesterday, that blow which had cut him down in his prime. Half consciously, his mind re-enacted that terrible experience nightly. He closed his eyes and mentally reviewed the scene.

He was driving a heavy closed car along the highway that leads from Santa Barbara to Los Angeles. He reveled in the beauty of the sea along the Channel drive, and the tall, well-cared-for evergreen trees in the big estates of those fortunate people who had money enough to live in New York and keep such places for an occasional run-away visit from the noise and confusion of the great city.

He liked to handle a good car, and the motor purred pleasantly, adding a sense of power perfectly controlled. Thru Montecito and past Sandy Land, he tooled the big car around the curves with a sure touch that spoke of long practice. One did not have to hold on to the sides of the car when Laird was at the wheel. He straightened out the curves of the flying highway.

His mind was like that too. He had a way of bringing a solution to some perplexing problem that straightened out all the curves and eliminated the detours, and endeared him to his many friends.

He mused pleasantly on the joy of being alive as the car purred smoothly along, and he watched the open road ahead. In the distance he noted a car approaching at a rapid rate of speed and, as he watched, he saw it swerve from side to side as tho the driver was intoxicated.

Altho the road was wide, he pulled fifteen feet off to the side of the pavement and stopped his

The editors of PSYCHOLOGY Magazine wrote Mr. Martin asking him if this were a true story—so genuine did it sound. We take the privilege of quoting from his answer:

I have your letter asking if this is a true story. It is true. It is about myself. For that reason I wrote it in fiction form. The swimming incident took place last summer at Laguna Beach, California. That was nothing, except what it proved to me.

It took me so long to get the bitterness out of my heart, flopping around the streets and odd corners for four long years; but that part I overcame. I am happy now because I am feeling fine, and I can't use pity, and other folks need sympathy. Me, I'm just one of the luckiest fellows in the world, and I have been applying my knowledge of psychology to attain that condition and to keep it.

A Story of How Determination and Action Produced a Miracle

motor. On came the rushing car, still swerving wildly. Fifty feet away it made a sudden wild swoop, then a half circle, and caromed into his car with a terrific crash.

Laird shuddered as he relived the scene. He was hurled against the side of his car which over-turned, and knew no more until he regained consciousness two days later in the hospital.

As his senses cleared, he did not know where he suffered most. His head was swathed in bandages. That was a basal fracture of the skull. His back and body seemed held in a vise. That was a plaster cast for the benefit of three fractured vertebrae. His legs and hips throbbed, and one leg was tilted up, with a weight tied to it. That was for a broken hip. Also multiple bruises and contusions, not really important.

For a moment he thought he was back in base hospital in France, where he had stopped an unlucky number of shrapnel, thirteen exactly. But the watchful nurse had dispelled that error of time and place.

"Feel better?" she asked.

"Just fine," he lied, and passed again into unconsciousness.

He remembered the seven long months of hospital inactivity, and the verdict of the doctors that he would never work again. Queer how often the doctors were wrong that way, he thought.

It was not so bad, the hospital. As he looked back, he could remember that he had rather enjoyed just lying there, resting quietly, and after the first six weeks the pain had subsided.

He was a pitiful figure when released. Bent nearly double, trying to propel himself on crutches, but walking, *actually* walking. The hospital bills had been enormous, and to pay them he had signed a compromise with the insurance company. They paid him his salary for the time he was injured, and all attendant expenses incurred.

On one point he was a trifle bitter. The man who had

*Conway Laird was lost among the
labyrinths of a searching self-
analysis.*



caused the accident was eighty-four years old, nearly thru with life. Laird smiled wryly. In fact had already lived fourteen years beyond his allotted span of three-score years and ten.

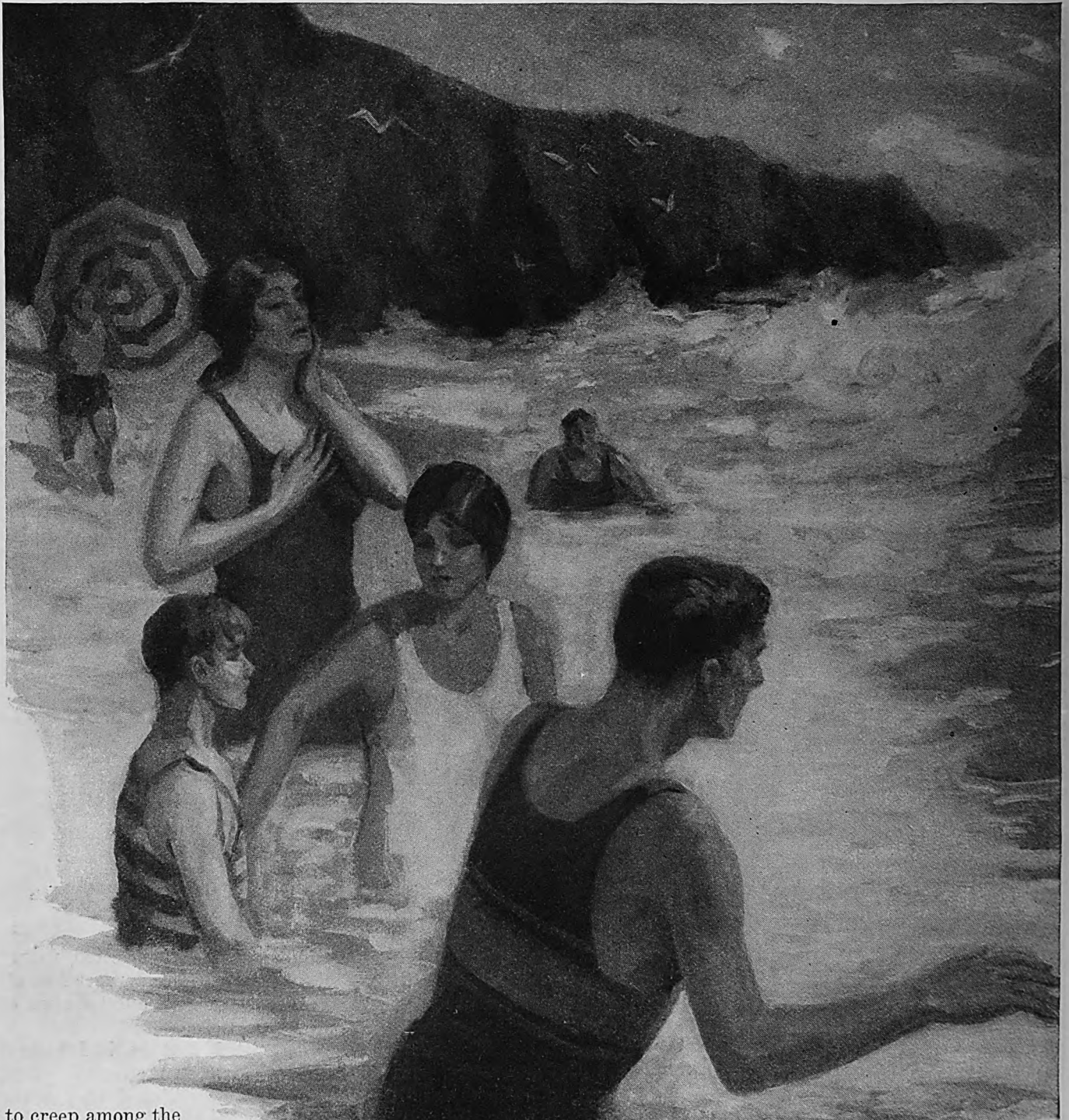
The old chap had admitted that he had become drowsy, and had dozed behind the steering wheel. Laird recalled that he had never visited him in the hospital, altho the old fellow had not even received a scratch himself.

"The insurance companies," he had said, "were to protect such men as he, from such men as Laird."

This being due to the fact that his estate was valued at two million dollars, and he did not propose giving any of it to paupers like Laird, who sat in their cars waiting for some wealthy man to run into them. Or so he said.

Having a liking for solitude, Laird had bought a little place in the woods and had started to build a cabin. Four months he had worked on it, and when it was nearly completed, he was surprised one morning to find that his back was straight and all his muscles firm and hardened. He had forgotten Self in the joy of creating.

The twilight hours were best. As the shadows began



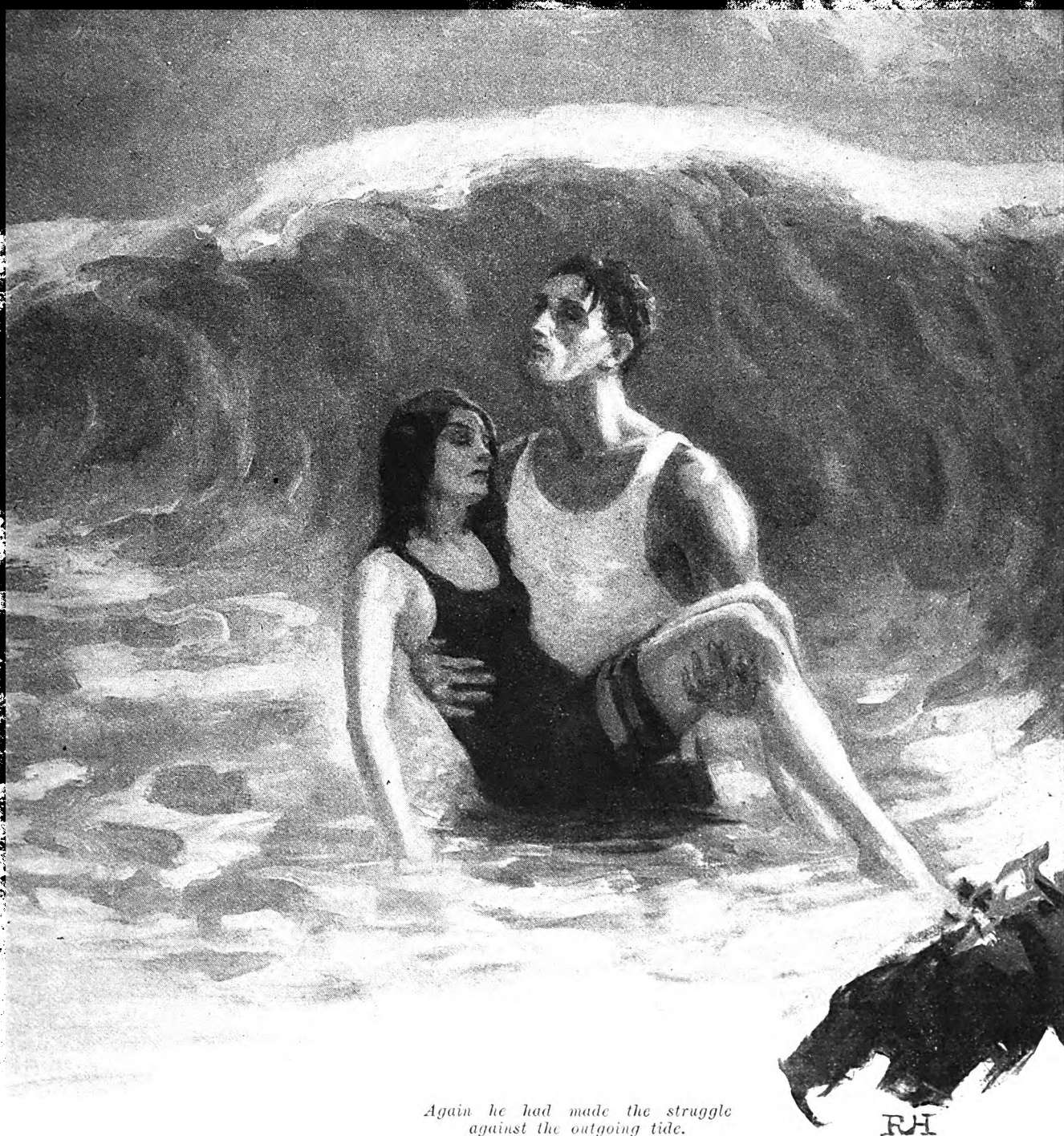
to creep among the old oaks he would walk with Laddie, his police dog. And when the little owls began to call and the night insects started their orchestra, a new sweet peace came to his mind, and he found his thoughts good company.

It never occurred to him to be lonesome. Only those who had nothing to do, or were too lazy to do it, were lonesome. Or perhaps they were afraid of something, and did not want to be alone with Conscience, that still, small voice.

His greatest sorrow was for the loss of his voice. That deep powerful baritone seemed stilled forever.

He could hum softly, and he smiled wryly as he remarked that he was now a "whispering" baritone. Perhaps he could bring it back. Right thinking might do it.

He thought of his mind as a small box filled with cubes. Thirty-six cubes in fact, in rows of six. One end of the box had no edge to it. Now suppose those thirty-six cubes represented thirty-six bad thoughts. Well, he would push a *good* thought in the box from



*Again he had made the struggle
against the outgoing tide.*

the right-hand side, and that would push out one *bad* thought at the left-hand side.

And if I keep on pushing in *good* thoughts, soon I will have all the *bad* thoughts pushed out. Thus he began to play his mental game with the box of cubes ever in his mind.

One day he felt a pain in the back of his neck, accompanied by a terrific headache. When it seemed he could endure it no longer, he mercifully lost consciousness and fell to the floor. From that time on, he seldom put thru a day without one of these spells which he called "flops".

A lump formed at the base of the brain, and excitement or over-fatigue was sure to cause a rush of blood, and down he would go. Sometimes it was embarrassing.

To wake up in a lot of strange hospitals when he was in the city or have people think he was intoxicated. Ah well, he would keep on playing the game of cubes.

The doctors made a careful examination and diagnosis. They found a blood clot had developed at the base of the brain, caused by the skull fracture, and irritated by the injury to the spine. They advised a two-year rest, without worry of any kind. Had insisted on it in fact, if he were to regain his health.

As he sat with eyes closed, Laird smiled grimly. A two-year rest without worry, just when he was thinking of getting back to the business of earning a living. He wondered what he could use in place of money. He had sold the cabin for one-fifth of its value and had used the money to live on. (Continued on page 62)



Students and faculty of the Summer School of Psychology

Mountain-top

The Story of the Birth of a New Phase of Human Understanding

AN event took place atop Lookout Mountain, in Alabama, during July of this year which developed such proportions and promise that those who seemed to have been responsible for the event itself were themselves astonished. This Summer School of Psychology was far more than a school. To those who shared in the month's adventure it seemed that something was being created that was incalculably greater than any individual or group of individuals who helped to bring the school into existence. It was a university, a sociological experiment, most of all an inspirational adventure that from moment to moment constantly bordered on that mysterious realm that men call religion.

From twenty-six states and six foreign countries there gathered three score earnest men and women intent on exploring the higher and deeper realms of mind with the determination to find truths that could be applied to the tasks of life. With them were gathered a group of equally earnest teachers ready to share with their students the results of their researches and experiences, and from night to night came men of the highest rank in their special lines of research to add their message to the work of the regular staff.

Alpine Lodge on Lookout Mountain near Mentone, Alabama, had been engaged for the school, and the auxiliary buildings, with groups of tents, sheltered the overflow of students. Most of the classes were held on the commodious porch at the rear of the lodge, where

sounded day and night the music of the little cascades of the thickly-wooded glen in which the camp and school were located. Hard lessons from early in the morning till late at night; sunrise exercises and swims; song and laughter from morning to night, lovely accompaniment to the hard work of the lessons and lectures; romps and rides and hikes and feasts at neighboring farmhouses; merry-making in the big dining room where table vied with table to provide mealtime fun for all the groups, singing and dancing on nights when there were no special lectures, uplifting devotional exercises on Sunday mornings—these were among the outstanding features of the month.

As nearly as one can sense the collective impression of students, teachers, proprietors of the episode it seems that there was a sense that something was being born that might be found to be of immense significance to the future history of mankind. It was a new sort of grouping of human beings. From many creeds, from many walks of life, these seeking souls had come, determined to dig deeper and reach higher in the search for truth. It does not seem too much to say that to some it appeared that new foundations were being laid for a new order of humanity, a new order based on clearer conception of what are the fundamentals of human life itself. Most of all it was evident that something was being sensed that may take the place of outworn "creeds" but will give men and women something of the illumination and power that accompanied the



Assembled in July in camp at Lookout Mountain, Alabama.

Psychology *By Arthur H. Howland*

*As Developed at the 1929 Session of the
School of Psychology*

faith and practice of old dogmas and old rituals.

Of all the astonishing items of the whole surprising adventure nothing was more surprising than that so many men and women of so widely differing views of life could live, study, and toil in such close association day after day without clashes and confusion. Out of the divergences grew unity; out of the earnest searchings for truth there grew from hour to hour, and was manifested even on the countenances of those who attended, a curious but undeniable kind of LIGHT.

The great McDougall himself, dean of American psychologists, made his way by motor, with his wife and three sons, to Alpine Lodge, coming from his present post at Duke University, in North Carolina, which he has occupied since leaving Harvard University where he succeeded the illustrious William James and Hugo Munsterberg as head of the department of Psychology. Before the great fireplace in the lobby of Alpine Lodge, he talked to the students and their teachers, outlining the progress of the science of psychology and insisting that the modernistic tendency to make man a machine is already beginning to fade out.

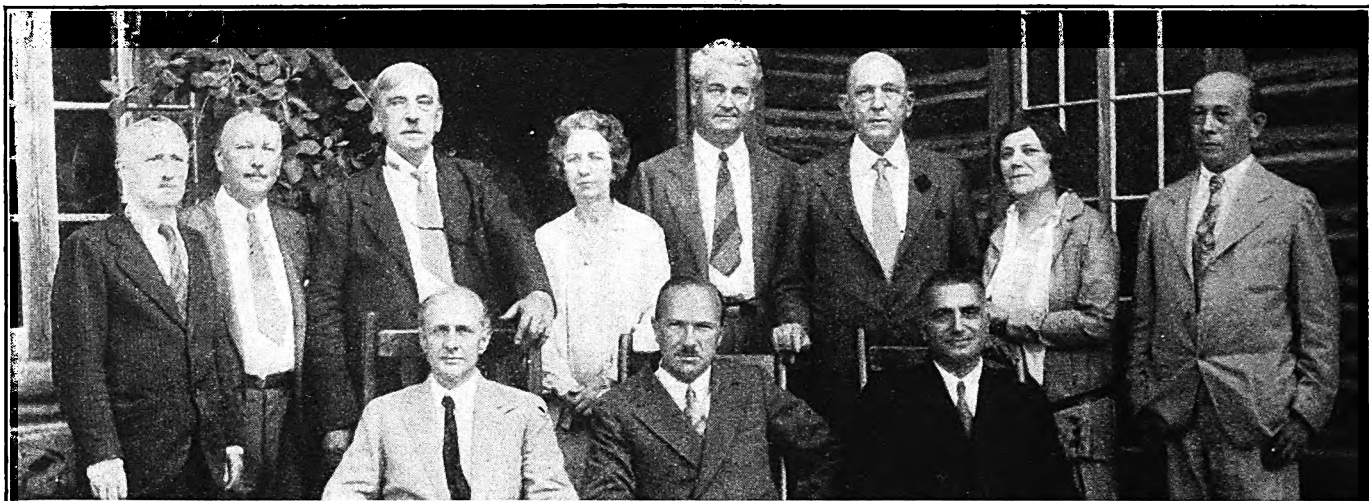
Donald A. Laird, of Colgate, chief New World expert in the psychology of industry, also spent two days and nights at the camp, delivering two lectures to the school, describing the experiments of himself and his assistants in the search for new facts on the conservation and utilization of the energies of the mind of man.

Durant Drake, of Vassar, the authoritative voice of the new conception of ethics, which is that man himself has the authority to formulate his own codes of conduct, labored arduously thruout the entire month, delivering two lectures daily, on ethics and religion, to the intent minds who had come to that far distant mountain top in their search for further light on the Way of Truth.

Mehran K. Thomson, of the Michigan State Normal College, author of "The Springs of Human Action" also lectured twice daily, conducting a course in academic psychology and another on motivation.

It is impossible to put into cold, black letters anything that can give a hint of the warmth and the illumination that glowed in the class rooms of these two outstanding figures in the academic world. They taught; they led the minds of their hearers; but more than all they fanned that mysterious passion for Truth, the sort of truth that heals and fructifies the human spirit. And from day to day the students not only found the thirst for truth growing but received satisfying answers to their own perplexing problems.

Henry Knight Miller, founder and editor of PSYCHOLOGY magazine and founder, organizer and dean of the school, was present for the first two weeks of the session, and, beginning Friday evening of the first week and concluding the following Friday, gave his entire course in Practical Psychology, on most of the evenings delivering two lectures.



THE FACULTY

Seated (left to right) Durant Drake, Henry Knight Miller, Mehran K. Thomson. Standing (left to right) A. H. Howland, Ferdinand Dunkley, Henry Gaines Hawn (special lecturer), Miss Beck (art), Lawrence W. Rogers, Thomas J. Simmonds, Rev. Daisy Barr, Dr. Alfred J. Fox.

In the month of miracles nothing was more genuinely surprising than that the students, after sitting in classes all day, from eight till five, could reassemble gaily at eight o'clock, and with a brief intermission listen attentively and enthusiastically to two more lectures.

Dr. Miller's rare gifts of oratory, his dramatic power in putting over his dynamic message, the fervent optimism of his appeal, kept hearts and minds aglow in spite of tired nerves and bodies.

Dr. Miller included in his lectures a number of calisthenic and breathing exercises, and the sight from the balcony above of this group of students going thru their drills under his direction was one never to be forgotten. Swaying and whirling arms and bodies in unison one observed—a former Governor of the state of Alabama and his distinguished wife; an industrial and banking leader of the state of Texas; a college president; a famous Texas physician; an eighty-year-old business man and his gracious wife, ten years younger; some of the distinguished teachers and lecturers of the school—all joining with the rank and file of the students in the happy effort to master the secrets of perfect coordination of mind and body for the more efficient doing of the work of life.

One of the big climaxes of the session was the review by Dr. Miller of the history and growth of *PSYCHOLOGY* magazine, which was recognized by all as the active agent in bringing the school into being. At the close of this review Dr. Miller outlined some of the future plans and projects of the magazine and invited the members of the audience to share in the financial burdens and corresponding

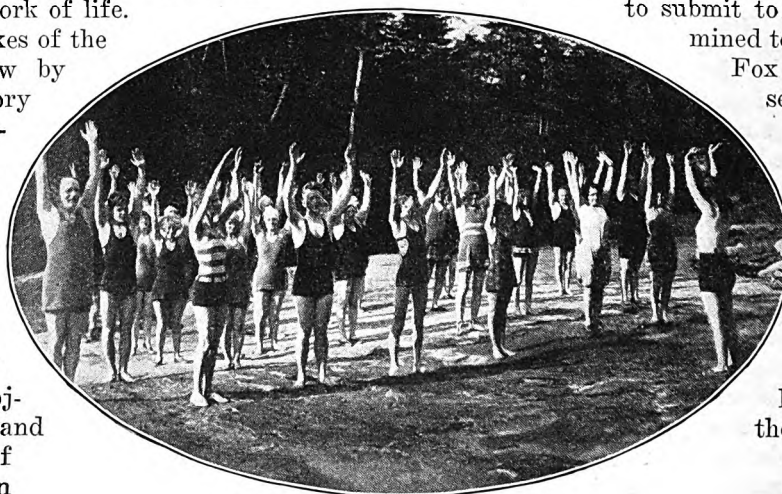
profits of the Psychology Publishing company. As a result of this invitation several thousand dollars were subscribed by students and teachers to the capital stock of the company.

Dr. Alfred J. Fox, known and loved wherever the magazine is read, was present during the last two weeks of the session and not only delivered daily lectures but ministered to the health of many of the students for whom the search for health was one of the motives leading them to the school.

And, speaking of miracles, tho this interrupts for the time being the progress of the narrative of the school itself, one of the happiest events of the month was what appears to be the complete cure of Colonel Howard, the proprietor of Alpine Lodge, from a serious malady. The colonel had been told by a number of leading local surgeons that a serious operation would be necessary to relieve him of the severe pain he had been suffering for months, which had greatly weakened his physical condition and was preying cruelly on mind and nerves. He had refused to undergo the operation and insisted that he would in the end make a demonstration of complete restoration to health by the power of mind.

In the face of repeated and insistent urging to submit to the operation he determined to await the arrival of Dr.

Fox before giving his consent. At the first conference with the doctor Colonel Howard found his confidence strengthened that he would be promptly and completely healed. After four or five treatments by suggestion while under hypnosis the pain ceased, the congestion was apparently removed, the colonel's step became light and his face took on the glow of youthful



Sunrise class in body-building, directed by Miss Milthack, on the rocks below the cascades.

health. He was emphatic in his declaration that thru Dr. Fox's hypnotic treatment his malady had been cured.

Probably Dr. Miller was scarcely aware, in laying out the schedule of special lectures, that he was forming a sequence that would lead to a startling climax of enlightenment for the entire body of students. But, whether from design or circumstance, the last special lecturer was Judge Daniel A. Simmons, of Florida. He slipped into camp one evening, and from the instant of his arrival, even before his identity was generally known, he became the centre of earnest groups that gathered round him, sensing that there was some mystical power in the man which they hoped could be communicated to them. He seemed to say little; he was a marvellous listener, but when he did speak his hearers attended with a sort of concentration which showed that the deep places of life and thought were being sounded. When the time arrived for his formal lecture the sense that his message had unique significance was prevalent. It was a thing that cannot be put into words. One listened with something of the emotion with which one views a majestic landscape, or a piled mass of gold and crimson clouds at sunset, or the incalculable procession of the stars thru the infinite sky. The judge can



WILLIAM McDUGALL



DONALD A. LAIRD

scarcely be classed as a great orator; many academic psychologists might challenge some of his formulae; economists might say that his message fails to emphasize some of the basic facts of sociology. But for all that there is a profundity, a grasp of the cosmic sense of things that causes his audiences and those with whom he converses directly to feel that he has touched with uncanny skill and power the "secret places of the heart," bringing light and peace, a sense of understanding and hope and power.

Of all the world's most tactful "mixers" Judge Simmons was adjudged by the camp to be supreme. His face was wreathed in continual smiles. He was never too busy or too tired to talk. He could laugh and make merry with the gayest youngsters of the camp as well as confer with the most staid among the faculty or students. But hour after hour he made his presence felt as a great, healthful, illuminating spirit that seemed to be the chief factor in bringing the marvellous month to its marvellous end.

It is difficult to think of anything more beautiful than the light that breaks forth on human countenances when a burden has been lifted, a problem solved, a doubt or fear removed. And during the last days of the camp this beautiful miracle was constantly repeating itself. And the consensus of opinion seemed to be that the camp evangelist who (Continued on page 57)

Everybody Makes Mistakes

But the Wise Man Shapes Them into SUCCESS

Says

James H. Collins

Photos by
Keystone View



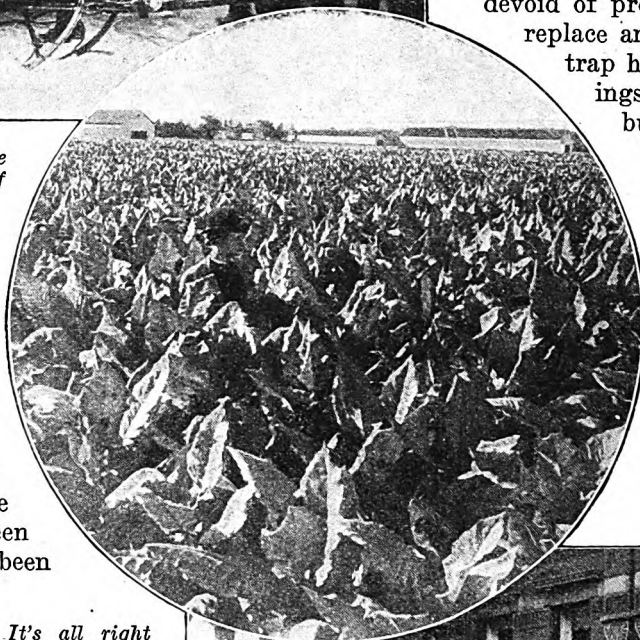
Levi P. Morton failed at forty, then made a fortune, and became Vice President of the U. S. For good measure, when he was inaugurated in 1889, he got a sleighride.

WHETHER it be a machine or a man, failure is a great teacher—if you can get the true story, how and why it happened.

If you study failures for your own advantage, you'll find that some of the costliest mistakes have been made already—failure has even been standardized along certain lines.

There is in the first place the very common and deadly failure of over-extension.

A merchant succeeds in a small store. Needing more room, he takes the store next door and cuts a door; then the store on the other side, and the second and third stores on each side, until he may have a rambling establishment covering half the block, with floors on different levels, and all sorts of corners and cubbyholes. Eventually, confident in his success, he will want to put up a fine modern



It's all right to fight the worms that destroy tobacco leaves—but at least one man went broke by fighting them too hard.

If you plan a business venture in New York's East Side, study the folks there—and their ways.



building. And then the bankers and more brokers begin to watch him closely. For unless he profits by the standardized failure of over-extension, too much of his money will be withdrawn from selling goods to make profit, and sunk in building, which is devoid of profit to him. Should he replace an inconvenient and fire-trap hotch-potch of old buildings with a spacious modern building? Yes, but not with his own money—let that keep on working in merchandise, and persuade investment capital to erect his building and become his landlord. Here's a typical over-extension story:

It was discovered that, if a cheese-cloth

to work, and doesn't want any test or criticism. This looked like a grand way to get more freight for the railroad in a certain city where it had keen competition. A rival road had practically cornered one class of freight by equipping its terminal with automatic handling devices. The stuff was perishable, and the machinery not only hustled it right out of the cars to the consignees, but enabled the latter to sell in the terminal.

"Let's put in better equipment and get some of that traffic," was the big idea. It went thru, a lot of money was invested in equipment—and the road got no freight at all. For its rival simply asked shippers and consignees, "Do you want your business split up between two markets, instead of keeping it in one that attracts all the buyers?" And the question answered itself.

One of the most amusing leaps of this kind that I ever heard about was made by Sol Bloom, who interested Felix Isman in building a grand stand for a big parade in New York. Both should have known better, for Mr. Bloom had built the Midway for the Chicago World's Fair, while Mr. Isman thoroly knew the town. Yet between them, for lack of inquiry, they put their grand stand on a street thru which the parade did not pass!

Chain store executives are famous for their careful investigation in opening new stores, counting the number of people who pass a given corner. Yet they make mistakes, too.

One of the big chains planted a restaurant on New York's East Side some years ago, and it failed completely. The reasons could have been ascertained by studying East Side people. There were the Italians—they like their own kinds of food, whereas the chain restaurants serve American dishes. And the Jews either wanted "kosher" food, or if they ate American dishes, wouldn't lapse from orthodoxy where they could be seen! Then, East Siders are accustomed to eating a dozen small snacks thru the day instead of our hearty three meals, and numerous small food establishments served them at prices no restaurant could meet. The baker who sold bread and cakes, for instance, could serve a sandwich for three cents and make a penny profit on it, where a restaurant could not serve one for less than a dime.

"Yet that failure was worth making," says the market research man who told me this story. "It was something somebody was bound to try sooner or later, and has kept others from that particular failure. Moreover, the time will come when such restaurants will succeed on the East Side, because it is constantly changing. The thing this failure ought to teach is, don't let it keep you out when the time comes to go in."

According to Bradstreet, most business failures are due to personal shortcomings—inexperience, incompetence, unwise granting of credit, and so forth, while the causes outside oneself, such as business depression, are only as about one in four. During boom times the personal failures rise, while in business depression, men

are swept into bankruptcy by forces beyond their control, yet the personal equation always leads.

Bradstreet speaks only of actual bankruptcy, but I have found that the personal failure is most common in business—the failure that doesn't wreck the enterprise, and the failure of the round peg in the square hole. You must have seen this yourself.

For instance, haven't you run across the fellow who comes down with several brand new ideas every morning? Some are bad, some good, and a very few are the kind that men succeed with—but not this sort of chap. For his newest idea is constantly replacing the old. When it comes to ideas, the plodder who is so unimaginative that a single idea lasts him a lifetime—and usually an old idea at that, if it is basic—is far more likely to succeed. For he takes that single idea and plugs with it, believes in it himself, makes others believe in it, dreams it, expounds it, defends it, won't be separated from it. Mr. Too-Many-Ideas can easily wreck a business, but with a plodder for partner or boss he is often highly successful.

Then, there is the specialist who tackles the executive job. The salesman failing in management, either of his own or someone else's business, is most common.

The other day there was pointed out to me a man who, in the past dozen years, has started several novel enterprises. Without a single exception they were successful—yet he himself is not a success. His experience has been largely in selling. He is imaginative and inventive. You can trust him to originate a good business idea, sell it to other people, raise capital, get the enterprise going. But he is not fit to run it after that, and invariably an executive must be brought in. And specialists all the way from advertising managers to zoologists

have failed where a man with the all-around ability of the executive would have succeeded.

Wonderful fellows, the specialists! The salesman, putting his proposition before you point by point so that you not merely get it, but become enthusiastic; the research man, taking you into his laboratory and making inanimate things do vivacious stunts; the engineer, harnessing power, stopping a waste, building in the wilderness. But there is another wonderful fellow who knows enough of each specialty to guide all the specialists, who forecasts the future, lays out the policies, deals with the bankers, directors, stockholders, politicians, and expresses a whole night's thinking in a decisive "Yep" or "Nope." He is the executive, and when the specialist succeeds in management it is because he masters its principles and becomes an executive himself. I've seen it done. But it isn't very common.

Here's something worth remembering about personal failure—something the executive who studies and places men to get results nearly always takes into account:

(Continued on page 54)

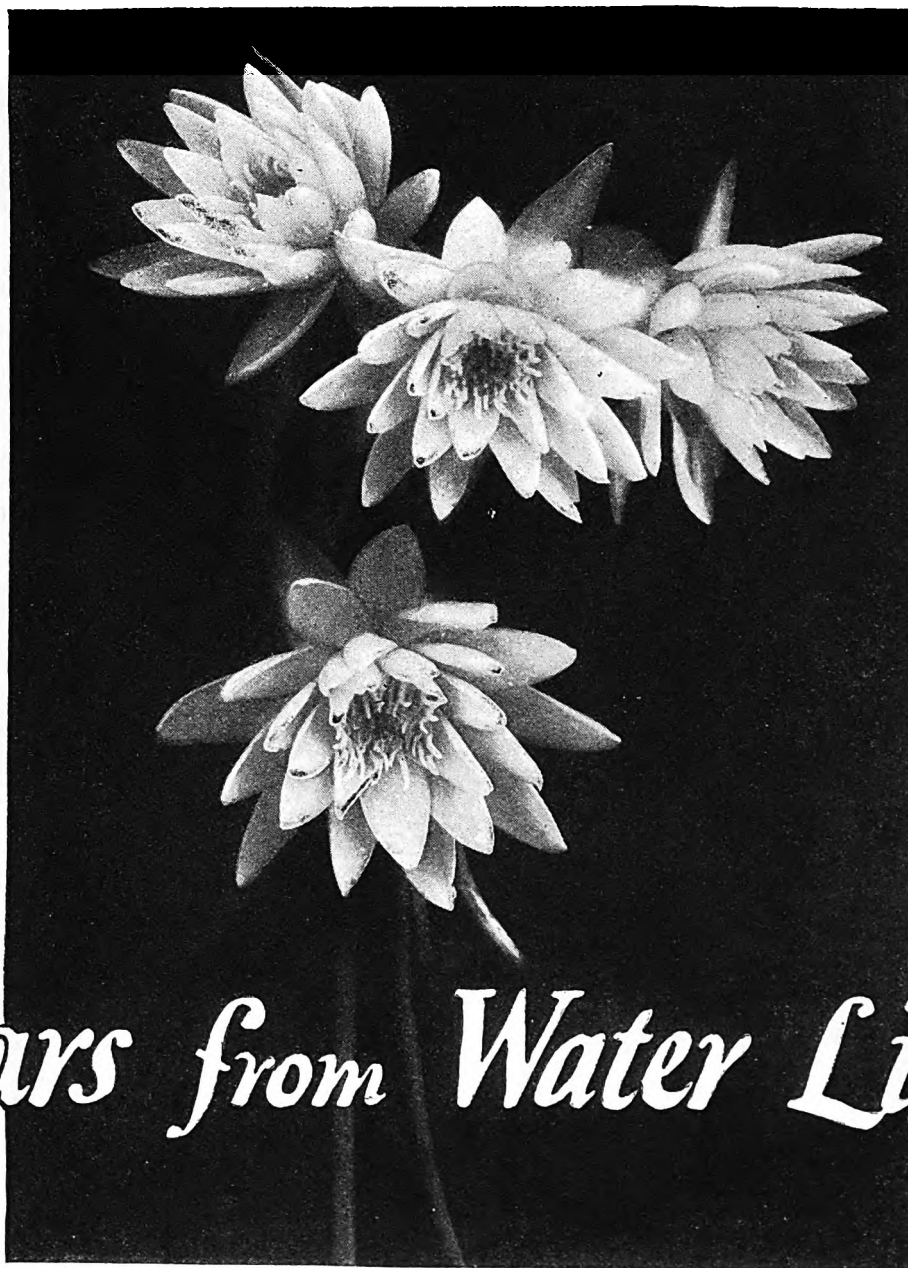
Alternatives

By Elinor Lennen

I BARTERED in the market
Where things are bought and sold.

Life thought it gave me copper,
I knew I purchased gold.

I learned it is one's choosing
That makes the difference.
When others buy adversity,
I take experience.



Dollars from Water Lilies

*The Story of
Helen Fowler and Her Aquatic Gardens*
By Anna L. White

SEVENTY-FIVE varieties of water-lilies, blooming in thirty ponds on the estate of Mrs. Helen Fowler at Kenilworth, near Washington, D. C., make a unique business venture, which has proved lucrative beyond her most sanguine expectations. Mrs. Fowler is one of those rare individuals who have the faculty of taking the present set of circumstances and so manipulating them that there is constant increase of beauty and of fortune. She inherited the business from her father, William B. Shaw, who beginning the culture of water lilies as a hobby, developed it scientifically and commercially until at the time of his death his work had been widely recognized and his products

were in demand from many sections of the country.

Under Mrs. Fowler's capable direction the estate has been improved, expanded, developed until now her water lily farm is the largest in the world, and her beautiful products are known and admired wherever flowers are loved and enjoyed.

In these "aquatic gardens" are blooms of every color and tint of the rainbow. Crimson, pink, blue, violet, yellow and white—the petals send forth their beauty and fragrance, enchanting visitors by their loveliness and carrying their beauty to near and distant purchasers.

With the lilies, Mrs. Fowler raises other aquatic and

sub-aquatic plants. She has imported both the Egyptian and the Japanese lotus, and also the Egyptian papyrus. Along the margins of the pools grow the water hyacinth and little plants such as the pitcher plant, an odd little plant which serves as a natural fly trap, bearing a sweet fluid which attracts the flies and catches them in the cup of the plant where they are held by downward-pointing little hairs.

One pond is covered with something which looks like a green scum but is in reality duck weed, a very tiny plant which is food for wild ducks. There are also about twenty-five different varieties of aquatic plants to be used in aquariums. Some of these aquatic plants furnish oxygen for the fish. All the ponds in the Fowler aquatic gardens are stocked with bass, pickerel and other kinds of fish, which, Mrs. Fowler explained, are necessary in any lily pond in order to destroy the mosquito larvae.

During the season as many as three thousand to four thousand lilies a day are gathered, and at the height of the season, when Washington weather is excessively hot, as many as six thousand a day have been gathered. The blossoms must be picked before the sun is high, and on many a summer morning Mrs. Fowler and her assistants are in their boats as early as half past four, as all the flowers must be gathered before nine o'clock.

It would seem that merely the gathering and assorting of the flowers would be enough for one person to manage but this is only a part of the business of the gardens. Mrs. Fowler is not only a student and scientist but a business woman, and she has made a thoro study of the distribution side of her product. Her lilies are sold by the florists in Washington, New York, Philadelphia, and other large cities, and she is constantly on the alert not only in finding and developing new varieties of plants, but on marketing them, and on finding improved methods of packing and shipping. Besides selling the flowers, a large part of the business is in selling the roots and bulbs. Many thousands of these are sold each season to all parts of the world, and the market for them is increasing as the interest in water lily culture grows.

Mrs. Fowler has carried forward the special work begun by her father in developing new varieties of

lilies by the process of hybridization. One of her favorite blooms is the *Nymphaea Rose Arey*, a prolific bloomer which flowers from the middle of May until September. The blossom is a dainty coral pink color and is about five or six inches across. One of the most beautiful of the lilies is the *Nymphaea Mrs. Richmond*, a hardy plant which has the longest blooming season of any of the lilies. The flower is a beautiful violet rose color, which would add charm and glow to any garden.

Mrs. Fowler has not confined her efforts merely to hybridization.

She has traveled and brought back with her rare varieties of lilies and other plants.

She spent some time in Trinidad and in British Guiana and other parts of South America, studying the flowers.

One variety of lily which she has introduced is the *Victoria Regia*, Var. *Trickeri*, a very large plant and an interesting night bloomer. One of these plants will cover as much as thirty square feet and the leaves measure six feet across. In Guiana and the tropics, where the plant is indigenous, the heat is sufficient, so that the blossom will change from cream white to red all in one night, but in the vicinity of Washington this change takes place on three separate evenings. The first evening of its bloom the flower is a cream white, the second evening, a pale pink, and the third, a red.

Mrs. Fowler says that no flowers are any easier to raise than water lilies. In making

suggestions for the installation of a pool, Mrs. Fowler said:

"Quiet water, plenty of sunshine and rich soil are needed for the growing of water lilies. The richer the soil, the finer the flower. For enriching the soil almost any ordinary fertilizer is satisfactory.

"Of course, if one is fortunate enough to have a natural pond in the garden, the matter of raising the lilies is simple. In a natural pond the roots must be firmly planted in the soil at the bottom, and to keep them from floating up, stones may be placed on them, if necessary. The plants will take care of themselves if protected from water fowl until they are firmly rooted.

"When there is no natural pond, the simplest method is to build a cement pool. The pool should be at least two feet deep, with sides (Continued on page 75)



One of the ponds of the Aquatic Gardens, where on some days as many as six thousand blooms are gathered.

Surely it is a gratifying expansion of the ego to control that giant arm, to make it pick up a thousand pounds of cement and deposit it in the right place

Illustrated

By

J. H. Conlon

Be an *Artist*—

*In Your Work,
and
You'll Enjoy Your Job*

Says Zella Wright Newcomb

IN the sweat of thy face shalt thou eat bread." (Genesis 3:19) Yes, this quotation is from the Bible; but just the same it's wrong—the idea that work is a curse. We are taught from childhood that work was a curse pronounced upon Adam and all his seed. Most of the people around us look upon work as something to be avoided as much as possible, or they consider it a duty that must be borne with fortitude.

And being mental sheep, we think with the herd. Like the Old Black Crow, we *would* work if we could find any pleasure in it.

But work well done can give a satisfaction that is deeper and more lasting than any mere amusement. In many of our so-called pleasures, is it not "thinking makes it so"? Why is it so much more fascinating to hold a mashie or a niblick than it is to manipulate a

hoe? Is tramping over the links in the hot sun any more fun than walking up and down a bean row? Do you suppose any golfer ever found as much pleasure in chasing a ball as Luther Burbank found in cultivating his plants and watching their marvelous development under his care?

Operating a steel crane with precision and exactness ought to be as thrilling as sending a billiard ball into the pocket. Surely it is a gratifying expansion of the ego to control that giant arm, to make it pick up a thousand pounds of brick or cement and deposit it in just the right place. To strive each time to get the response a little quicker, to make the crane perform more deftly and neatly must give the operator a keen satisfaction.

Is there any kind of work that is more rigorous or more dangerous than football? And yet, with what zest and enthusiasm our boys rush into the game, how eager they are to be chosen for the team, how hard they work to gain the coveted position. And why? It is purely because of the mental attitude of the society in which they move. They may become heroes, they perform amid the shrieking plaudits of the crowd, the frenzy of the onlookers spurs them to their utmost effort. Even broken bones can be enjoyed under such circumstances. What student body has not been told that the game is won from the bleachers?

And the same thing holds true in other lines. All the fanfare of war, the dress parades, the decorations, the stripes, the emblems and honors and medals, the laudation of heroes, the songs and banners and salutes are but devices for psychologizing the people, for working them into such a frame of mind that they will be willing to make the supreme sacrifice upon the battlefield.

If so much can be done to make war seem attractive and admirable, it can also be done for work. It is not enough for an individual here and there to get the idea that work can be the most fascinating thing in life. In order to make it really successful, it must be accepted by the whole social order. Even the most independent and isolated thinker is influenced by the thoughts and feelings of the world about him. It is a problem for both the individual and for society.

Military life has long been extolled in painting, in song and story. Now there seems to be a new trend in literature and art. It is to see the romance in industry, to glorify the worker and point out his heroic qualities, to give the world a sympathetic understanding of his life and the conditions which surround him. This will go far toward making work seem attractive and honorable. Instead of trying to re-nig on work, trying to get by on some soft graft, we ought to turn our attention toward making work more agreeable, the environment of the worker more pleasant and the remuneration adequate. Give praise and adulation for useful services performed—give it with enthusiasm, not coldly, half-heartedly. Man is remolding the universe more nearly to his heart's desire. Let each one feel that he is hammering away, doing his bit toward this end. This, in a sketchy way, is the social program.

What can the individual do to find joy in his work,

to make it the centre of his interest? First, he should choose a thing for which he has a natural liking and for which he is physically, mentally, and nervously fitted. Do not let chance put you in a position you dislike and stay there like a bump on a log. Do not do something that goes against the grain just because it is considered more respectable, tho you should not, of course, have a feeling of shame about your work or consider it beneath you. If you have a restless, roving disposition and like to be out of doors, drive a truck, be a scissors-grinder or a hurdy-gurdy man; do not try to be a bookkeeper. Decide on the thing you want to be and fight your way to it at any cost. If you are irrevocably fixed at a certain job, then make the best of it. Find out all the interesting things about your work, study the history of it, its importance and relation to the rest of life. Try to discover new and better methods of doing your work. The first thing you know you will find you are beginning to like it and you will probably be amazed to find out how much there is to know about your job, even tho it is washing dishes or sweeping the street.

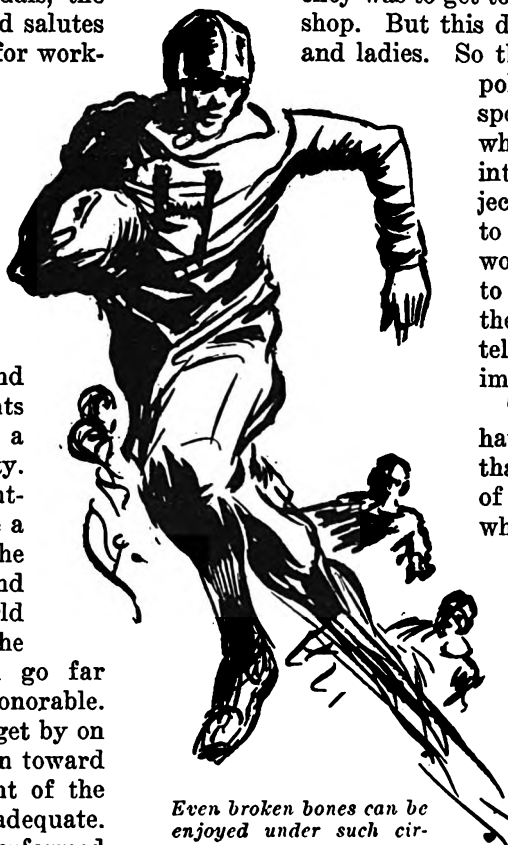
Another erroneous idea we have is that it is not good form to "talk shop." This rule was evolved during the Middle Ages when the business of the nobility was hunting, fighting and the tournament. Merchants and business men belonged to a lower class, but a few of the wealthier ones were edging into society. If two or three of them met at some function, undoubtedly the tendency was to get together and begin talking shop. But this did not interest the lords and ladies. So they made a rule that in

polite society you should speak only of the things in which lords and ladies are interested. But on what subject is a person better fitted to discourse than on the work he is doing? We like to hear people tell about their work when they can tell it with vividness and imagination.

The ideal condition is to have work so absorbing, that we go to it gladly and of our own accord, that when we are engaged in it, we are unconscious of the passage of time. We ought to feel drawn to it, not driven or forced to it, from above or without. The best work is never done under a slave-driver.

In the present maelstrom of conflicting forces the

world is asking, "What must I do to be saved?" And the answer is, get together on some kind of a program for making this world the sort of place we want it to be, for each one of us to make work—constructive, useful work—our chief interest, our supreme pleasure.



Even broken bones can be enjoyed under such circumstances.

qualities in a boy but create or stimulate intelligence even in those who seemed dull-witted. Experience proved, at least to Mr. Starr, that he could not create intelligence. Apparently it had to be there from the beginning.

"As a matter of fact," he said, "the problem of the dull-witted bad boy has not interested me sufficiently to result in my giving it much time and attention. My facilities were limited and since I had to decline at least five out of six applicants anyway, I quickly adopted the course of choosing the brightest, especially those who showed qualities indicating leadership."

However, one must not misinterpret this remark to mean that only charming and handsome young Robin Hoods found their way into the Commonwealth. No small number of them were relieved of their clothes immediately upon arrival because it was advisable to burn the clothes, shave the youngsters' heads and give them baths flavored with appropriate chemicals.

One grimy young man of about eight turbulent summers brought with him such a strong odor of tobacco that Mr. Starr asked in the course of the introductory interview: "Do you smoke?"

"Of course," was the hearty man-to-man reply.

"How long have you been smoking?" was the next question.

"Since I was a kid," and the eight-year-old young man crossed his legs comfortably, ready to proceed with the interview.

"I believe," said Mr. Starr, "that the product of a vicious environment is not permanently stamped in childhood because if the boy is bright he is more of a problem to himself than he is to the community. He knows that something is wrong even if he doesn't clearly understand just what it is, and many of the boys are under no misapprehensions whatever about primary causes. They know just as well as I do what started them on the wrong track. Because of the ease with which so many of them can diagnose their own cases I take the position that I am not a *re-former* but simply a former of good habits that grow into solid character. The bad boy cannot with accuracy be said to have been formed. He doesn't fit, consequently he

is struggling and therefore plastic. It is much easier, given a chance, to be a good boy than a bad boy. Unless that were true this work here could not possibly succeed."

Among the boys I saw during my visit to the Commonwealth was an angel-faced little burglar in his early teens. His father was in the penitentiary and his mother had become such a confirmed drunkard that she often slept all day, making no provision for the little boy to be fed. Facing this situation he used his wits and discovered a remedy. The only way he could get food, as he saw the situation, was to steal it, and since that course involved risk he would have to overcome the danger. After carefully maturing a plan he began operations by stealing a long rope and tying

knots in it at convenient intervals so that he could climb up and down the rope without undue exertion.

Then he took this rope by night to the top of a telegraph pole and tied it to one of the cross-arms so that it would hang down near the upper or garret window of a grocery shop. He had surveyed this shop and observed that a window situated as this one was would not be used and therefore could be broken open without much danger of early discovery. Climbing down the rope he entered the window, then found a trap door that admitted him to the grocery shop below. Since he stole very little on each visit he might have continued these depredations for months



FLOYD STARR

without discovery, but his disposition was sociable. Not until he had enlisted a whole gang of enthusiastic followers was he arrested.

"When I heard of the case," said Mr. Starr, "I wanted that boy, and I went after him. If he had sat down by his mother's bed to starve I don't think he would have interested me very much, but a boy of his tender years who could evolve a scheme as clever as that has good stuff in him. Here in the Commonwealth he is a great favorite and a plumed knight in upholding the spirit of the institution. His natural leadership has been turned into new channels."

Another of the boys I met, also in his early teens, had been an accomplished (*Continued on page 58*)

Courage!

Practical Points and Tests for the Conquest of Fear

By Patrick McKinnon

THERE is only one universal passion—fear,” said Napoleon. Fear is not a mere nuisance; it is a dangerous disease. Millions of us humans long to free ourselves from the oncoming of this scourge. Listen! Fear is the indigestion that follows a diet on the fancy bread of idleness. The breaking of fear’s shackles is achieved by a positive joyous launching-out upon arduous tasks in the service of our fellows. Are there any stimuli, any tonics we may safely take to tempt us to this new, wholesome diet? Yes!

Have you got a terrible fear of appearing small, of being taken down a peg, of being beaten at every game of bridge you play? These are among the numerous signs of an inferiority complex. You wouldn’t allow anyone to accuse you of cowardice. But that’s just what it is. Play the game!

Another class of fear victims are those who dread darkness, being alone, being shut in or crossing open spaces. These phobias are due probably to unwise acts perhaps performed in the “teens,” and buried as unpleasant, guilty memories in the sub-conscious. Conscience makes cowards of us all. The cure is to rake up the past a bit, think how much more sense you have now than you had then, and have a good laugh at your youthful folly. In bad cases a personal talk with a competent psychologist will improve matters greatly.

A man who was embarrassed by haunting fears every time he was due to speak in public asked my advice recently. I outlined a system by which his fears could be overcome. He interrupted me, “Oh, I could never do that. I haven’t got the nerve. Don’t you see I’m not built as other fellows are. I believe it’s hereditary.” And so he rattled on, giving himself one negative suggestion after another.

Fear must be fought with positive suggestions of faith, hope and love. Of course, it’s a job to cut out negative, depressing thoughts, when the habit has been rooted, and replace them by positive ideas of courage and confidence. But it’s a worth while job.

Fear always originates in loss of mental control. There is always fear where there is a hurry. You can cultivate courage at every minute of the day. How? By practising deliberation of speech, of walk, of writing, of eating. Exercise deliberation in everything you undertake for one week at least, and check up the effect on your poise and courage.

The atmosphere of selfishness encourages fear. Look

how many things the man wrapt up in himself has to fear. Contrast him with the patriot, whose motto is, “I die that my country may live.” The latter can fear nothing that touches him personally. Perfect love casteth out fear.

And don’t take yourself too seriously. Humor is a splendid antidote to fear, and there is a humorous side to your fears. As soon as the spook becomes funny, it ceases to be a spook. Brave men have fears, but they laugh at them.

Bring the artillery of your powerful latent forces to bear upon your arch-enemy. Do this thru auto-suggestion. You are perhaps a born fighter. Personify fear, then give him a right cross, followed by a stunning upper-cut.

Have you got pride, self-assertion? Imagine that your friends are saying, “He’s a real brick.” Then prove it to them. You have a sweetheart or a child? Be a hero for their sakes. You are a constructor, of course? We all are. Whatever you are building, whether a career or only a shack, will you allow skulking Fear to shatter your construction?

Our basic instinct is self-preservation. Self-preservation, the host of fear, can give it the right-about face. Turn the tables on the monster. Fear will ruin our dreams of health, happiness, success. Fear, which lent wings to our primitive ancestors fleeing from wild beasts and wild men, has become a reptile and a back-biter. Remember the thing you fear is not so bad as the fear itself. Let your only fear be to be afraid of fear.

As a practical stimulation to Courage go thru the following list of questions, answering them in your own mind:

GIVE YOURSELF THESE TESTS

1. Have you any fear which you know to be groundless or can associate with some early childish phantasy?
2. Do you indulge in the habit of negative auto-suggestion, or self-depreciation and self-pity?
3. Are you nervous, lacking self-control, always racing against time?
4. Do you work and love enough?
5. Have you tried to awaken the courage that certainly lies latent in you?

Next try this splendid exercise:

A BIT OF HOME-WORK

1. Make a list on paper of all the childish fears which beset you before adolescence, and another list opposite of fears which have arisen during adult years. Try to connect the two lists, and thus show yourself how absurd and groundless most of your fears are. You will then understand yourself better. That's the first step to courage.

2. Write out every motto, proverb or quotation you know dealing with courage, confidence, endurance and hope.

3. Write a letter to some acquaintance, preferably one who has got on your nerves. Let this be an exercise in deliber-

ation. Write deliberately, and think deliberately. Try to assume a mood of charitableness. Note the effect on your mental control.

4. Do at least one action every day for some loved one, that calls for an exercise of courage, that makes you take a stand.

5. Repeat the courage auto-suggestions below every night and morning and frequently thru the day. Do this with firm resolution.

Repeat these courage auto-suggestions:

NOW FOR VICTORY!

1. Day by day and on every occasion

I'm becoming more and more courageous.

2. I'll screw my courage to the sticking-place, and I'll succeed.

3. I'm developing the courage never to submit or yield when I am right.

4. The tomorrow I feared yesterday did not come.

5. I continually build positive courage-thoughts.

6. Courage is my most valuable asset in my quest for health, happiness and success.

7. For the sake of my own preservation, for my loved ones, for my work's sake, and for my pride in manhood I henceforth resolve to be courageous.

Who Is the *Happy* Neighbor?

HAVE you decided who is the Happiest Person You Know?

All the searchings of all worlds and of all ages are summed up in the search for Happiness.

Even those who insist that the way to find Happiness is not to look for it acknowledge that Happiness is what they are after.

And the Buddhists and others who say that the way of wisdom is to kill desire are acknowledging the same thing. Want nothing—and you feel pretty much the same as if you had everything. The Western World abominates this sort of philosophy, but must recognize it as one of the programs of this same universal search for Happiness.

Someone in your house, on your street, in your town—has found that for which all are seeking.

Tell us about it.

It may be the man who sweeps the street before your door; it may be the woman who scrubs the floor of your office; it may be the American boy or the Greek man who blacks your shoes; it may be the conductor on your train or the engineer in the cab of the locomotive that pulls it; it may be your mother-in-law; it may be the teller at your bank, or the bank's president, or the manager of your local factory, or the watch-

man at the factory's gate. Find that happy neighbor.

It will do you yourself a lot of good to start out to look for the Happiest Person You Know. Just the mental and muscular activity involved in the search for the Happy Person will stimulate you in the search for your own Happiness. And you will also get some practical hints for finding it yourself. You will realize: "If this person found Happiness, I, too, can find it. And if he found it in this way I will try the same way myself."

Further, whatever you may find and tell about this successful search will help others to find and keep the Way.

To stimulate this inquiry and to help spread the facts about *Happiness Attained*, PSYCHOLOGY magazine offers a prize of ONE HUNDRED DOLLARS for the best Happiness Report.

It must be a true report, the statement of an actual case, the case of someone you yourself know.

Don't write more than 2,000 words. Send a picture of your

Happiest Person. The manuscripts must reach PSYCHOLOGY office on or before December 31. Please write clearly.

Address all manuscripts to
Editor, PSYCHOLOGY, 101 West 31st Street, New York City.

Do you want to win a Hundred Dollar Prize?

And incidentally help yourself and many thousands of other people to find—"What all the world's a-seeking"?

Look about you and decide who is THE HAPPIEST PERSON IN YOUR TOWN.

Find out how he, or she, has found Happiness, and tell the readers of PSYCHOLOGY about it!

From Death to Life

The True Story of a REBUILT PERSONALITY

THIS is a true story of a young woman who broke physically and mentally and struggled for twenty months against odds that would have crushed most men and women, sending them for the rest of their days to sanatoriums or asylums. Suffice it to say that I was born into a good middle-class family, that I have had my share of day-dreams and romances and that I did not marry; chiefly because the other three had married and I felt it my duty to stay at home and give my time and companionship to *Her*.

During my four years in the university my interests were varied and I wavered between wanting a career in literature, science and psychology. Accident made me a newspaper woman, and by the time I was twenty I was foreign correspondent for a paper. For eight years I did special Sunday features, served as science and club editor, wrote articles on love, beauty, housekeeping and what not. I went abroad frequently but when I was in Paris I divided my time between my newspaper work and studying at the Sorbonne. I stress this point to show that when I was young, altho I worked hard, my work was varied and interesting.

After the war, during which I entered all the activities open to women who couldn't go across, I settled down in New York to free lance writing. I was successful with a number of short stories, many articles and a book of memoirs, but my ambition was to do a play for Broadway. I worked and planned as have thousands of other struggling young playwrights, and success was always just around the corner.

Then about five years ago I suddenly had a sensation of *pulling* up and down my back. When I lay down to rest it came like a tidal wave. When I went home to the West I saw our family physician who made light of my complaint, saying I was tired and needed a good rest. But another doctor whom I saw on the advice of a friend diagnosed an inward goitre and attempted to cure it. The result was that I parted with a great deal of money and had my heart permanently weakened by the thyroid mixture I was given.

A thyroid specialist diagnosed a "nervous breakdown" from wrong treatment, and I lay flat on my back for thirteen weeks. When I was able to be up again I was, of course, extremely weak, but I was



By
**Della
Austrian**

impatient to be back in New York at my work, and I went as soon as I could make the trip. I made

every effort to strengthen myself by getting fresh air, doing stretching exercises and drinking hot milk before retiring, and as I grew stronger my output of work increased. I spent my afternoons at one of the foremost universities working for my master's degree. Much to my surprise I took my examinations at the end of the term and passed them creditably, and my thesis was well received.

At Bad Nauheim, where I went twice with my mother, I had the attention of one of Germany's foremost heart specialists. He admitted that my heart had been weakened during my long illness, but assured me that it would be built up by diet, baths and exercise. He said the worst was over, and altho I still felt the pulling up my spine to the heart I did improve under his care. I was rather discouraged by these continued aches, but after leaving Bad Nauheim I tried to forget them in the interests of Geneva and Paris.

Some twenty months ago we left Germany after our last visit, and my birthday in September found us in Paris. Our hotel accommodations were very unsatisfactory, and the difficulty of trying to arrange for something better, combined with shopping, left me very tired our first day. My head ached and my throat was sore, and altho our rooms were not satisfactory we decided to make the best of the situation. Mother went down to dinner but I stayed in my room, and in a short time I was very weak and dizzy. I suddenly found myself talking out loud in a monotonous voice, saying over and over: "I might kill myself, but I won't; I

might kill mother, but I won't." I was frightened and hurried into bed. I fainted, and wakened hours later in a chill. I jumped out of bed with a start, but I had difficulty in getting to mother's room for the floor seemed to be moving in one direction and I in another.

I could not tell mother what I had been saying aloud, but I told her I was frightened and ill. She got out her small medicine chest, treated me for a cold and told me I must have been dreaming bad dreams. Next morning I was tired and I coughed, but when I had been in bed with headaches and the cold for two weeks mother insisted on my taking drives into the Bois. I was weak, however, and obsessed with fear. I was constantly afraid that I might take something that was not mine, or harm someone.

We came home as soon as we could, planning to see a doctor and go to California, but I collapsed in New York. The physician there said I had "flu" in its worst form, and he gave me digitalis for my weakened heart. My brain throbbed so that gradually the power to visualize people and objects left me. I could not imagine colors nor even remember how mother looked when she was not with me. During the day the furniture seemed to move about before my eyes. I awakened at night seeing figures of men laughing at me in the mirror.

The doctor who treated me until after Christmas believed that I would improve rapidly in the sunny climate of California tho I had been very ill again.

When mother and I got as far as Chicago I saw our family physician and a well known neurologist. I told them about my fears, and they agreed that I had had the "flu" and that the fears had been created by my delirium. I went about with my sister and saw my friends, but I was weak and continually fear-ridden—the same fears that had haunted me in Paris.

In the coldest part of February I was ordered west or south, and at first I was willing, but suddenly I had a streak of perversity due to a lessening effect of the bromides I was taking and I refused to move from Chicago. The doctor was exasperated with me and said he would waste no time on such stubbornness, so we sought another neurologist. He had the same opinion of my case, and said that when my health was built up the fears that tormented me would go. He gave me a tonic and bromide and insisted on some diversion every day. My nurse and I used to walk along the lake front

in the February winds until my arms were numb with cold.

And still my fear of hurting someone or myself, or of taking something not mine, pursued me. My nurse and I read the Bible together each day and a practitioner came in and prayed with me and talked three times a week, to no avail. By spring the bromides had weakened my heart so that the pulse could hardly be felt. Finally a Heidelberg professor who was staying in our hotel ventured a treatment for two days—but the second night of his medicine I seemed to be sinking and losing consciousness, and we again sent for our family physician who was now over his anger.

He substituted a tonic for the bromides I had been taking, but immediately my fears sprang up like a forest fire; they had been with me all the time but drugs had numbed my consciousness somewhat. I was afraid

now to go on the street alone, afraid of hurting someone—especially children or mother.

In June I went to spend the summer in a famous sanatorium in New York state. It combined the beauty of a fashionable hotel and the baths and medical treatments of the German baths. I went with my nurse and found everything in comfort and beauty. My chief relaxation was to rest my eyes on the tall trees and to listen to the croaking of the bull frogs!

The doctor at this sanatorium took great interest in my case. He explained that it would not be easy to cure me, as the breakdown had been coming on slowly but surely for five years or more. Heart and nerves would have to be built up by an average amount of walking, special exercises and diet. The curative value of the baths was just as great as the Nauheim baths in Germany, and in a few weeks

I was stronger and could walk a mile without being exhausted.

But still my fears persisted. I would not go to the dining room because, altho all objects suggested themselves as weapons to me, knives, forks and all sharp things especially terrified me. After some time my nurse persuaded me to eat with the others, but it took a long time for me to use my silver without fear.

In the fall we went back to Chicago and again I saw my neurologist of the winter before. He admitted that he had not realized how badly drugged I had been nor the seriousness of my condition. He did not promise a cure but agreed to try again, (*Continued on page 68*)

The Ancient Lesson

By W. T. Withrow

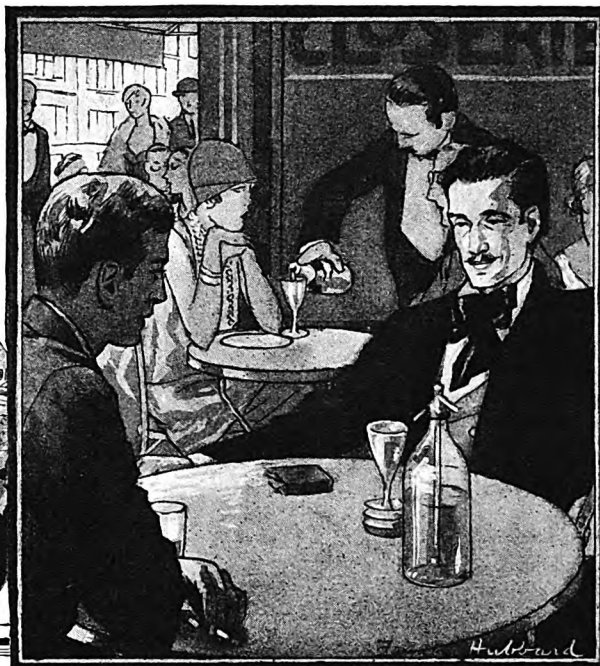
IT isn't defeat that shames a man,
If he can say, when it's done,
That he gave to the fight, the best he had,
Tho the other fellow won;
For it's no disgrace to lose a fight,
Provided you kept your grit;
Provided you know, as you take the count,
That it wasn't because you quit.

And the man who stays to the bitter end,
Tho he lose the fight to-day,
Will rise again, and again contend
For the crown, in another fray;
The man who keeps his face to the front
Tho often and sorely hit,
Will emerge at last, as the man who won—
Because he would never quit!

Herein is the lesson of ancient years,
Brought down from the long-gone day
When man first conquered his ancient fears,
As he sallied forth to the fray;
The grit to stick is the price of life,
And those who came up from the pit
Of savagery, won the long, hard climb
Because they would never quit!

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How can you expect to enjoy the romance and beauty of South America if you cannot talk to the natives in their own language?



Could you go to Europe and make yourself understood by customs, railway officials, hotel people, taxi drivers, waiters? Here is a way to learn the language you choose quickly.



LEARNING to speak, read and write a foreign language may seem the most difficult of tasks.

You may feel that it is *impossible* for you to learn except after years of hard study, which you do not care to undertake.

Yet here is an *agreement* that, not only can you learn French, Spanish, German or Italian, in **YOUR OWN HOME**, by **MAIL**—but that you can learn it *very quickly*.

The trouble with every other method of teaching foreign languages is that your mind is cluttered up with a mass of translations, rules, exceptions to rules, grammar, and dozens of other intricate details.

The Pelman method is so different, so much simpler, so much more **PRACTICAL** that there is no basis of comparison.

A Striking New Idea

Here is the revolutionary new principle of the Pelman method in a few words: In English, French, German, Spanish and Italian there is a great body of words (reaching up into the thousands) which are practically identical in all these tongues.

If you were asked to read a French, German, Spanish or Italian newspaper, you would probably give up without making the attempt. Yet, as a matter of fact, you already know a very large number of the words you would meet with. You would recognize most of them "at sight." Others you would be able to guess correctly from the way they fit in with the words you know.

Really, instead of being totally ignorant

Agreement

Every Pelman Language Course is taught under the absolute agreement that if, after completing it, you are not entirely satisfied with your ability to read, speak and understand the language, your tuition will be refunded instantly upon demand.

(Signed) B. C. McCulloch,

President, The Pelman Language Institute, New York City

of these four languages, you already have an excellent start toward learning one or all of them!

It is this remarkable fact that lies at the basis of the wonderful success that has come to the Pelman Language Courses, wherever they have been tried.

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Just like a child learning to speak, you do not bother at first about grammar. Instead, you learn from the very first lesson how to use the language itself. When you can speak, read and understand others readily, then—and then only—you get the knowledge of grammar you need in a new, simple way.

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By means of this revolutionary system, within eight to twelve weeks you will find yourself able to speak a foreign language

more fluently than those who have studied it for years in the toilsome "grammar first" way.

This is no exaggeration. In England, where this wonderful new method was originated, tens of thousands of people have found that it makes foreign languages astonishingly easy to learn. In America this success was at once duplicated. This is by far the most practical and sensible

way to learn French, Spanish, German and Italian.

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A free book, yours for the asking, shows you what a real cultural benefit, what a wonderful means for pleasure, it is to have another language at your command. This book actually shows you that you can read, at sight, a page of the language you decide to learn. It shows why it is possible to make the agreement that you will learn either French, Spanish, German or Italian within a short time, to your satisfaction, or it will cost you nothing. To send for this book places you under no obligation. No salesman will call on you. Mail the coupon at once.

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What Can We Do For You?

Conducted by C. Franklin Leavitt, M.D.

QUESTION:—K. F. K. writes from India—

I am twenty-four years of age and engaged to a girl I have known since boyhood days. We love each other dearly. Her brother, who has recently gone to England to pursue a higher education, is very dear to her. My fiancée, at present, is living with her parents at a distance of nearly 800 miles from this place, and we write each other often. She writes to me that frequently she finds her brother, now in England, in her dreams. She states in her letters that she wants me badly in her dreams, but that fully half the time her brother appears to her in place of me, which gives her little consolation. I would like to know from you, dear doctor, what psychological meaning can be put on dreams like these? I shall be grateful for your honest opinion.

ANSWER:—

I think that such a dream as you relate has no special meaning. Thinking as much as she has of her brother, and having known him much longer than she has you, it is quite natural that her subconscious mind is filled with thoughts of him. Thinking of him has become more of a habit than thinking about you, as she has indulged in thoughts of him for a longer period. It does not mean that she cares less for you. Just forget all about it for it means really nothing out of the way.

QUESTION:—M. M. K. writes—

I should like to have you help me in my present difficulty if you will. My trouble seems to become more complicated every day, until I hardly know which way to turn. My husband is a heavy drinker and the habit seems to grow on him more and more right along. He doesn't care to stop, it seems. Is there some way that I could administer medicine to him secretly? I have seen different advertisements in magazines regarding medicine to put in coffee. Do you believe this would help him? He is likely to lose his job and I surely don't know what we would do then. We have two small children, and this is a terrible environment in which to bring them up. I have thought of divorcing him and sending my children to boarding school. I really am beside myself to know what to do. I feel myself slipping every day and I am so nervous. People all have a bad opinion of us but I try my best to do what is right, but it does not seem to help. My husband does not care for me, I know that. He calls me all manner of names. He says I am crazy, and I am afraid I will go insane if I continue in this way. I would rather die than go insane. If I could only get

away, but my oldest child is five years and the baby is five months, so it seems impossible to do that. Would you think it advisable to get a separate maintenance from my husband? I thought I might put the older child in boarding school and later, when the younger one was a little older, do the same with her. I shall be grateful for any advice you may give me.

ANSWER:—

Some time ago I was severely criticized for suggesting that a couple who were very unhappy and the wife abused, separate. My critic thought that suggestion would soon change everything and that such a separation should not be thought of. But I still maintain that when two people find it impossible to live together happily it is far better to separate. Yes, children do complicate such a procedure, but I believe children have a better chance without a father than to be constantly in an environment of discord and fear. Your two children are sure to grow up with a strong element of fear in their natures if they have a drunken father to live with year after year. Many of the cases I have in my private practice are the results of some form of embarrassment in the early home life. It is my opinion that the average woman is too true and faithful to think of separation until she has tried almost everything else.

I cannot tell you to separate or get a divorce, but can only place before you the possible results if you remain where you are. The decision naturally must be up to you. I personally would not continue to live in such an atmosphere. In deciding you must take all things into consideration, your health, the future of your children, etc. It is quite possible if you left this man, and he did care for you, that a temporary separation would wake him up to what he was sacrificing for drink.

I have never known of any good results coming from the use of drugs. It is my opinion that even the old forms of drink cure were really psychological in their effects. A man who drinks faces a mental rather than a physical conflict. He first must really wish to stop, and then little by little add to his determination will power and faith until they grow to a degree which will insure victory. And when a man has once determined to break a habit, and sets himself resolutely to the task, he usually succeeds. It is the half-hearted desire and determination that fails.

QUESTION:—B. P. E. writes—

I have had a backache for a long time now and physicians find no physical trouble of a nature that would cause it. I have had my teeth and tonsils examined for possible infection, have been thru a rigid clinical examination, but still no cause has been found. The young man I am going with suggests that it might be high-heeled shoes, but this hardly seems probable, for I am more comfortable in such shoes than in shoes with lower heels. Still, without admitting it to this young man, I have had trouble with my feet, such as a swelling and some pain on the large joint of the great toe, and a general tenderness. Do you honestly believe that it could be the shoes?

ANSWER:—

From what you say I feel quite sure that most of your trouble is due to the high heels. Of course, girls think they must be in style. Some wish to add to their height thru wearing higher heeled shoes, and others have really convinced themselves that they are comfortable and just can't wear low-heeled shoes. This latter is merely a matter of habit. After wearing high heels for several years you develop a certain pitch to the body and some of the muscles have become shortened so that when you put on low heels they actually feel uncomfortable. But there is no argument as to which is best. The low heels are certainly the proper shoes to wear if you wish to consider it from a health standpoint. I feel sure that the irritation at the joint you mention is due to your foot being forced down into the shoes and thus you are bearing part of the strain of walking on the affected joint. It also causes you to use the joint in an unnatural manner. Try the low heels for a few months and see what happens.

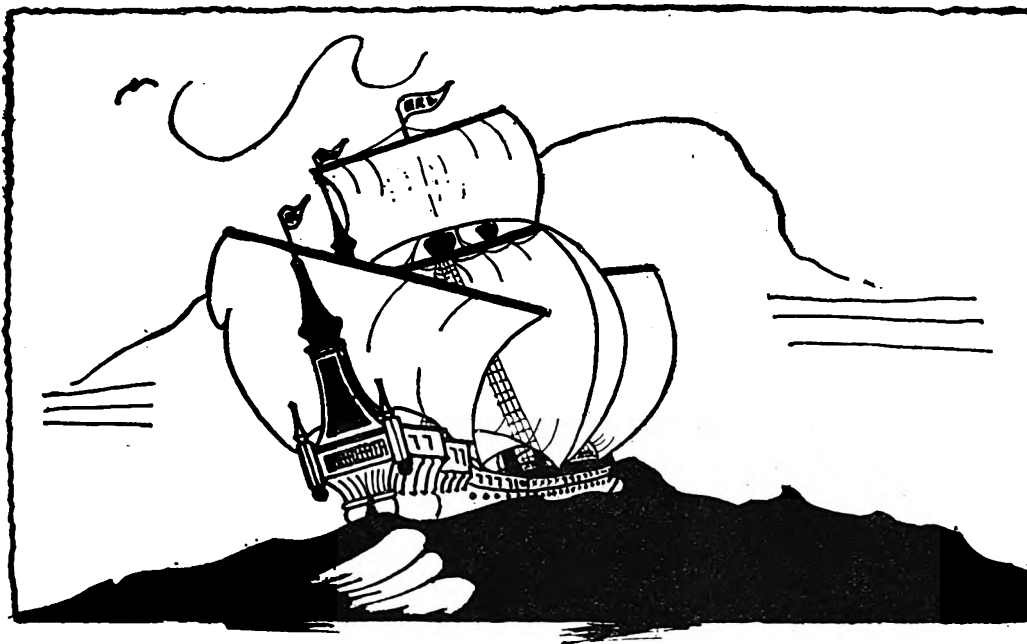
QUESTION:—C. E. S. writes—

I am thirty years old and have been told that my blood pressure is far too high for my age. Does this mean that I have hardening of the arteries? If I have does that mean my life will necessarily be short? Is there anything that one can do to help reduce the pressure and soften the arteries?

ANSWER:—

One can have a high blood pressure without having hardening of the arteries. It is not at all likely that you have at your age.

(Continued on page 78)



YOUR SHIP IS IN!



**BUT — Are You
Just Drifting?**

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Have you searched the sea of daily events for your ship—your ship of OPPORTUNITY, SUCCESS and HAPPINESS? Have you been just drifting from year to year—hoping against hope that some day, some way, YOUR SHIP would COME IN?

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Says Pauline Cleaver

Mrs. Cleaver, known to radio audiences thru her varied programs, and particularly in connection with the expert economic counsel she has given her thousands of listeners about ways of increasing their incomes, which is also the subject of a book she has written, *You, Too, Can Make Money*, will be glad to give her attention to any inquiries sent by mail. Address: Pauline Cleaver, *PSYCHOLOGY Magazine*, 101 West 31st Street, New York City.

HOLIDAY SHOP IN THE HOME
TWO sisters just informed me that they were going to start what they had named a "Holiday Shop." This shop is to be opened two weeks before this coming Thanksgiving. So, the announcements will tell only of Thanksgiving gifts, favors and other bits—such as cards, etc. Before each season some suitable and suggestive idea will be placed in front to attract passers. For example, for Thanksgiving a real live turkey is to be put in a very fancy coop. The coop, tho ordinary, will be gorgeously painted in modernistic coloring. Little tinkler bells will be tied to the top of the coop, so as to entice the turkey to peck at them, making a tinkling sound to stop the curious ones. Of course, then, the sign will surely be read. The sign will have Thanksgiving suggestions, and at the end, "Watch this space for the coming seasonal suggestions." Who, having seen the musical, bell-tinkling Thanksgiving turkey, will not wish to make a special trip to see what Christmas and other seasons will express? Of course when one gets this far, he must step in, and see the many things for sale, from ten cents, up. When one strolls into a shop and sees a table display where each article is only ten cents, he will surely buy something from this table—and most probably more expensive things, also, from the other well-selected gifts. We know, too, these girls will select their stock with thought and care—otherwise how could they have conceived so odd and unique an idea as the above?

SOAP FOR BATH TOYS

A YOUNG woman from the West wrote me that she had been selling soap and toilet articles, from door to door (she owned a Ford car), but that she wanted to take on a new line. What could I suggest?

As she mentioned she could continue with her old customers, and that she had a long list of persons willing to buy only from her, she did not wish to give up her soap selling. But, she was finding it monotonous. I suggested that she write her soap dealers (since soap was her best selling article) and inquire if they would make her some special soap, according to some little clay models, which I had modelled for

her. They were glad to receive the suggestion. As many of her customers had children, I said she should have toy soap. These were moulded in the shapes of toy dogs, cats, and dolls—all kinds of odd things. These were packed, three in a box, with the girl's own name and address on the box, with a dainty card and verse appropriate for the child's mind. The mothers now report to her that the children *beg to take extra baths*, in order to have fun with this unusual soap. Just another little thought—but it worked, removed the monotony of plain soap selling, put the girl's name "on the map" and brought dollars in return.

GRANDMA'S HANDY MANDY

NOW here is something a woman of nearly seventy did. Mrs. Sheperd was quite a student, in spite of her years. She had three grandsons. One, her special favorite, and the one she felt was not sufficiently understood by his mother, she wanted to help. Her income was barely enough to pay her own board and keep. But Grandmother had been reading my articles, so she at last sat her self down to write for a special letter of help—for her special purpose. I sent her my regular questionnaire, and it came back with a special delivery stamp. Of course, noticing this, I made every effort to give the dear old lady the very best of my thought—and submitted more than one idea. She accepted the first one, and now reports successfully. Her letter tells the story perfectly. Read it. My dear Mrs. Cleaver:

First let me say, I think your work is doing just the good this old world needs. If I had known of you years ago, I know I would now be a rich old lady. I tell everyone to write you. But you must know how funny folks are about writing. They have to see things for themselves. I am not like that. I had a hunch, or whatever you call it, that you could help me, when I read your last article, and I've done exactly what you told me. My dear little Stephen is now so happy out in the country with his aunt, and I am the happiest woman on earth because I can pay for his board for three months.

I made the pin-and-needle cases, and sent them to the office men, as you wrote me, and oh, Mrs. Cleaver you should read the lovely letters one of the nice men, a very rich man, too, wrote me about them. He sent me an order for twelve more. Wasn't that wonder-

ful? All of my friends are sending me their scraps, and I can use every one of them. Now I am covering the broken bottles, putting hair pin-cushions on, with the gold lace edge, as you said your Grandmother made, and the Antique Shop in — is taking all I can make for them. That alone will keep me busy. They say these quaint old things look just right in rooms with old fashioned furniture. I just love this work, and I am so happy that my grandchild can get the fresh country air and be out of doors. He has gained six pounds, and drinks fresh milk all the time.

I wish I could see you. God bless you. Keep up your good work. I imagine you have the face of an angel to be doing such wonderful work. Excuse the spelling, my hands aren't used to forming letters, tho I really can spell, they just look queer. Heaps of love for you. Yours very truly, —

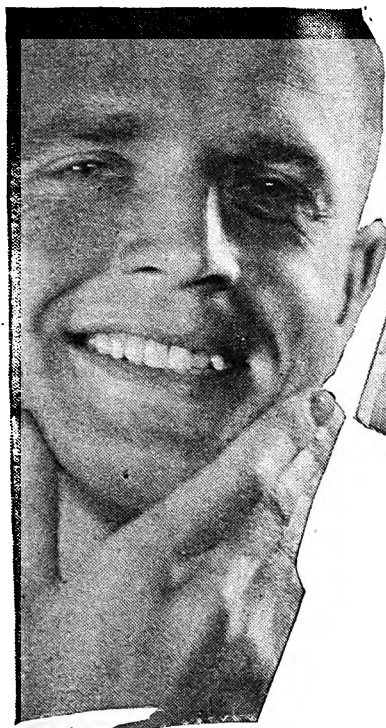
I value this letter, and only wish more of my friends would give expression to their thoughts as dear Mrs. — did.

FROM DRESSING-ROOM CARETAKER TO MAKE-UP SHOP

A WOMAN who had for years been in charge of the working girls' dressing room for a large establishment finally found, due to her son's illness, that she could not conveniently leave home. She gave up her salaried position, and moved to a ground apartment, where a display sign could be read by passers-by. Also, the girls with whom she had worked, promised to remember her, and did so, telling their friends about the Make-up Shop.

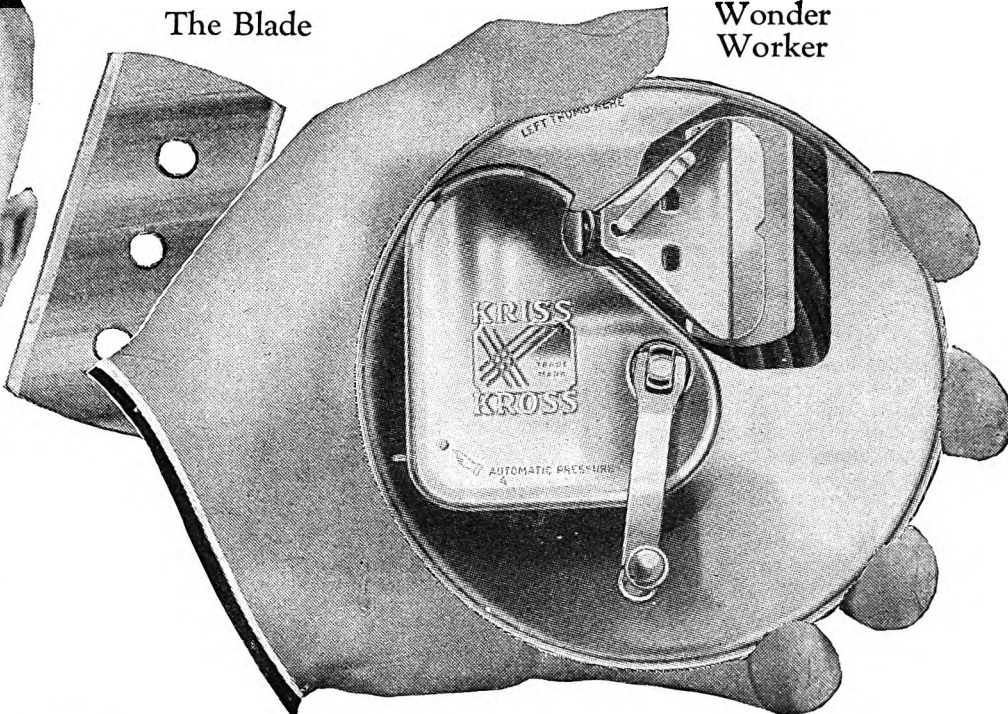
The woman carried a stock of fancy wooden boxes, divided into convenient compartments, which held the toilet articles necessary for make-up. Little absorbent paper napkins, to remove cold creams, and every useful addition to the usual make-up boxes were properly placed in these substantial boxes. Some of the boxes were painted to suit all tastes. Others were simple and less expensive. Of course the odd articles were sold, independently of the boxes. Each customer was asked to enter her name and address in a Guest Book. Other names were added, as given, to whom cards and notices were mailed. In the corner of the room was a home-made but beautifully artistic dressing table, with drapes and mirrors, made by the semi-invalid son.

(Continued on page 73)



The Face
The Blade

The
Wonder
Worker



365 Shaves With the Same Blade! —and Still Going Strong

THINK of it! 365 keen, cool shaves a year—and not one penny for blades during the whole time! That's what an amazing new shaving invention did for J. W. Starksbury of Oklahoma! And W. D. Carroll of Pennsylvania got two solid years of slick shaves out of an old blade that was just about worn out to begin with! No wonder experts everywhere are simply astonished!

KRISS-KROSS—the remarkable invention that makes such long-distance shave records possible—deserves to be called much more than a stropper. Rather it is a *super-stropper* or *blade rejuvenator*. Almost literally, it makes a new blade out of an old one every day—makes hundreds of keen, quick shaves blossom where only one grew before. Until you've seen KRISS-KROSS—fitted its sturdy, nicked smoothness into the palm of your hand and tested its uncanny ingenuity, you'll never know how really sensational this announcement is!

MAGIC DIAGONAL STROKE

KRISS-KROSS employs the diagonal stroke, same as a barber uses. Never before has anyone captured the secrets of successfully reproducing this stroke automatically. Eight "lucky leather grooves" do the trick in 11 seconds with a precision it takes a master barber years to attain.

But that's not all. KRISS-KROSS embodies still another feature that has hitherto baffled mechanical reproduction. It stropps from *heavy to light*. It's absolutely uncanny the way the strokes grow lighter and lighter until an adjustable, automatic jig flies up and notifies you that your blade is ready—*ready with the keenest cutting edge that steel can take!*

NO MORE BLADES TO BUY!

No wonder that this super-stropper prolongs the life of any make blade—single or double edge—for weeks, months and years! Think what it means! No more bother about remembering to buy new blades! No more "raking" with dull ones! Eleven seconds with KRISS-KROSS and your blade has the slickest, keenest edge that ever said "Good Morning" to your chin. It solves your blade problem for all time. Keen, velvet-smooth shaves forever. And think of the economy!

NEW-TYPE RAZOR BLADE FREE!

To introduce KRISS-KROSS stropper, we are including this month free samples of a revolution in razor blade construction. Made to fit your present razor. Guaranteed to last longer and shave better than any other. Expect a new shaving sensation—KRISS-KROSS blades are made of a unique steel, made a new and better way.

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Send for full information on these surprising new inventions today. KRISS-KROSS products are never sold in stores. You deal direct with me or my authorized representative. Write for illustrated description and full details of free razor blade offer. It's even more remarkable than I can tell you in this short space. Clip the coupon now. Mail it today.

AGENTS—\$30 A DAY

Make big money with KRISS-KROSS. Giving away FREE razor blades boosts your profits amazingly. H. King made \$66 in one day. N. C. Paige made \$104 in 3 days. Others average \$350 and up to \$750 a month! SPARE-TIME workers, OFFICE and FACTORY men make \$6-\$12 extra a day showing KRISS-KROSS to friends and fellow employees. Get details at once. Check bottom of coupon and mail it tonight!

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GERTRUDE E. BARTLETT, of Ridgewood, N. J., writes:

Whatever could be the motive of Dr. A. A. Roback's antagonism to *PSYCHOLOGY* and its editors? It seems very extraordinary that a man of his seeming culture and experience should go out of his way to place himself in so serious a position. Whatever made him do it? I think you have given a good logical retort and synopsis of your particular field in psychology.

I have been thinking, since I read your July editorial, of the actual laws of psychology of which I read in your magazine.

Now what have I learned?

(A) I have acquired a distinct taste for mental research and the study of motives in myself and others.

(B) I have learned to know that happiness is an attitude, that people who are really happy are that way rather in spite of circumstances than because of them. And hand in hand with that knowledge has gone the observation on my part that so-called ideal conditions seldom breed lasting happiness. We must actually experience Hell to enjoy Heaven.

(C) I have learned to recognize and expect reactions. Then when they come I am not swept away by them. If I have been working overtime, sparing myself not at all to accomplish some end, I expect to be weary afterwards. I recognize the "blues" that follow for just what they are, and knowing that they, too, must pass, I give them small importance.

(D) I have learned to recognize fear and not misname it. I have learned to challenge it. Today I think I would rather take my medicine, whatever it is, than lie awake and worry about it.

(E) I have learned to hallow friendship—pure, unadulterated friendship. I think I always placed a high value on mutual esteem and confidence, but today I know that it is the greatest value in life, the richest experience, the deepest incentive, the basis of most other happinesses. Stronger than love or sex appeal, it is the basis of all true and lasting marriage. It forgives, believes, understands, needs and nourishes. It is compound of faith, esteem, pity, admiration, understanding, joy and sympathy.

(F) I have learned to recognize self-pity and to despise it. I know now that suffering is the common lot of all but that it can be largely allayed by a right mental attitude.

(G) I have learned to laugh. Life is not so serious a thing as I was taught to believe. Why rush about like a lot of ants suddenly uncovered in an ant-hill? I am still ambitious. I still hope and strive—strive to the end of my strength. But—I do not still expect to break all the rules and come thru victorious.

(H) I have learned to know work for just what it is—a pleasant way to pass the time away—those fourscore years and ten or more. Work has introduced me to many true friends, and added to my self-respect.

(I) Finally I have learned to enjoy living—just existing in the present moment, the sun warming me, the breeze fanning me, the birds singing near.

"To live content with humble means" is to live sanely, happily, humanly and hopefully.

PSYCHOLOGY today is a marvel for six years' growth and you have good reason to be proud as you scan its pages.

ONE ISSUE WORTH \$15.00

Mrs. Irma Patterson, Los Angeles, Calif., writes:

JUST one year ago today the whole world seemed to crumble about me, the worst of which was that I was carried to the hospital in a very serious condition with little chance of recovery. I smiled thru some horrible weeks and recovered from the operation sufficiently to go back to Texas. While I was in the hospital the branch office of the insurance company which employed me was closed out, taking the work away which had been my life. Well the past year has been one long agonized nightmare, and it was only thru *PSYCHOLOGY* and the inspiration from its wonderful writers that I was able to fight back up again. When I was sinking into the blackest depths of despair I would grab an issue of *PSYCHOLOGY* and get enough strength to make another day. I have one issue I wouldn't take \$15.00 for. I have read it dozens of times. I took it up to the president of the insurance company to read and told him how I valued the April issue, so he suggested having it insured.

I am going on up—and nothing can stop me now, and, oh, how grateful I am to each of your staff for his part in helping me to find myself! I am now studying with Dr. Leavitt, who is a constant help and inspiration. Henry Knight Miller's *Practical Psychology* books are being read by many of my friends who are also being helped.

May God guide you and bless you in your wonderful work.

My goal I am working toward now is to be able to attend your *Psychology Summer School* sometime.

HELPS PEOPLE TO LIVE SUCCESSFULLY

J. J. Schneider of Redwood Falls, Minn., writes:

I HAVE just received your wonderful books: *Be a Prize Winner*, *Life Triumphant*, and *How to Attract Prosperity*. These are all fine books worthy

of a wide circulation. I was not a bit disappointed in sending you folks five dollars for my subscription to *PSYCHOLOGY Magazine* for one year and the three books. It's a mighty fine bargain, and I thank you for making it available to me.

God bless you in your work of teaching humanity the true principles of a happy, healthy, successful life. Keep right on, Brother Miller, extending the knowledge that makes living in this world a success. Your rewards are coming.

I hope your books will be translated into various foreign languages, not forgetting the German. Your correspondent comes from Switzerland, was graduated from the public schools there in 1873. Brother Miller is engaged in one of the finest professions open to man or woman.

WE ALL MAKE MISTAKES

T. Hine, of Brandon, Man., Canada, writes:

I HAVE been a reader of your magazine for some time, and must say that I get more helpful inspiration from its pages than from anything else. However, we are all likely to make mistakes, and this is what I think you have done in your November issue.

I refer to your article, "How Ned Hendricks Woke Up His Town" by Mr. Herbert. After reading this thru carefully, I came to the conclusion that about the only thing Ned did was to make ten billboards flourish where only one did before. In other words he disfigured the landscape tenfold, and then lamented the fact that the clouds or church windows were not carrying a message for promoting the sales of someone's wares.

No mention was made of any good to the community such as tree planting, swimming pool, municipal golf course or even a tourist's hut.

Your picture on page twenty does him justice, a typical money-grabber, foreverlasting chewing a rank cigar, thinking up new schemes to get rich quick.

"And what gaineth a man if he loseth his soul. . . ."

The other article I refer to is "Hypocrites, Gangsters, Clowns, and . . ."

I cannot see how you can hope to serve any useful purpose with such stuff. You have a splendid staff of writers, such as Mr. Purinton and Mr. Haddock, so let's keep up the good work.

Your article on music was fine, and there are unlimited other channels on nature, science, art, religion, etc., just for the sake of variety and mental balance.

Thanking you for your past achievements, and looking toward future good work.

Dr. Miller's answer:

I THANK you for your frankness and the interest in PSYCHOLOGY which is made manifest by the fact of your writing.

I readily confess that your criticism of the story of Mr. Herbert is well-founded, that the waking up of the town in question would have been much more convincing had some strong program of community service been set forth.

We have printed several articles of the latter type, however, and Mr. Herbert's article appeared to us of interest in that it showed how thru even so doubtful an expedience as the larger use of bill-boards, an era of prosperity was brought to a heretofore sluggish town.

I quite agree with you that bill-boards are an unquestionable disfigurement of God's great out-of-doors, and would rejoice to see the day hasten when such disfiguration would be prohibited by universal law.

With reference to theatre reviews, we find that, while many of our readers are entirely disinterested, the theatre is to some extent a pulse to contemporary interest and popular psychological attitude, and many of our readers, even far removed from Broadway, are interested to keep in touch, thru this medium, with the current productions.

S. J. Thigpen, Chicago, Ill., writes:

I AM a reader of PSYCHOLOGY. The magazine is in every way satisfactory. It is a good companion and I would feel lonesome without it. It makes the evenings shorter and very pleasant around the fireside.

I have Dr. Miller's course in Practical Psychology which I am studying along with the magazine. I am very proud to own these lessons.

I thank you for the prompt shipment.

W. Moyes, of Toronto, Canada, writes:

I HAVE just returned from Brantford and found PSYCHOLOGY awaiting me.

It was very kind of you to send on the two copies as I would have been disappointed had I missed them.

Such is the popularity of your magazine that it is difficult to get a copy, as I am told that no sooner is an issue in than it is sold out. Unless you are on the spot, you stand a thin chance.

Mr. C. H. Osbourne of Kansas City, Kans., writes:

I HAVE a few questions I would like to ask you.

Do you think human nature is fundamentally selfish, as a whole? That is, can the average human be content to let the other fellow suffer all sorts of adversity as long as he or she is well situated? Can he really enjoy his material comforts, conveniences and possessions knowing that next door, or a block away, there is, or may be, someone in utmost need of aid, someone whose soul is darkened with the gloom of despair?

(Continued on page 76)

Did You Ever Take an INTERNAL Bath?

By M. PHILIP STEPHENSON

THIS may seem a strange question. But if you want to magnify your energy—sharpen your brain to razor edge—put a glorious sparkle in your eye—pull yourself up to a health level where you can laugh at disease and glory in vitality—you're going to read this message to the last line.

I speak from experience. It was a message just such as this that dynamited me out of the slough of dullness and wretched health into the sunlit atmosphere of happiness, vitality and vigor. To me, and no doubt to you, an Internal Bath was something that had never come within my sphere of knowledge.

So I tore off a coupon similar to the one shown below. I wanted to find out what it was all about. And back came a booklet. This booklet was named "Why We Should Bathe Internally." It was just choked with common sense and facts.

What Is an Internal Bath?

This was my first shock. Vaguely I had an idea that an internal bath was an enema. Or by a stretch of the imagination, a new-fangled laxative. In both cases I was wrong. A real, genuine, true internal bath is no more like an enema than a kite is like an airplane. The only similarity is the employment of water in each case. And so far as laxatives are concerned, I learned one thing—to abstain from them completely.

A bona fide internal bath is the administration into the intestinal tract of pure, warm water, Tyrrillized by a marvelous cleansing tonic. The appliance that holds the liquid and injects it is the J. B. L. Cascade, the invention of that eminent physician, Dr. Charles A. Tyrrell, who perfected it to save his own life. Now here's where the genuine internal bath differs radically from the enema.

The lower intestine, called by the great Professor Foges of Vienna "the most prolific source of disease," is five feet long and shaped like an inverted U—thus (1). The enema cleanses but a third of this "horseshoe"—or to the first bend.

The J. B. L. Cascade treatment cleanses it the entire length—and is the only appliance that does. You have only to read that booklet "Why We Should Bathe Internally" to fully understand how the Cascade alone can do this. There is absolutely no pain or discomfort.

Why Take an Internal Bath?

Here is why: The intestinal tract is the waste canal of the body. Due to our soft foods, lack of vigorous exercise and highly artificial civilization, nine out of ten per-

sons suffer from intestinal stasis (delay). The passage of waste is entirely too slow. Result: Germs and poisons breed in this waste and enter the blood through the blood vessels in the intestinal walls.

These poisons are extremely insidious. The headaches you get—the skin blemishes—the fatigue—the mental sluggishness—the susceptibility to colds—and countless other ills are directly due to the presence of these poisons in your system. They are the generic causes of premature old age, rheumatism, high blood pressure and many serious maladies.

Thus it is imperative that your system be free of these poisons. And the only sure and effective means is internal bathing. In fifteen minutes it flushes the intestinal tract of all impurities. And each treatment strengthens the intestinal muscles so the passage of waste is hastened.

Immediate Benefits

Taken just before retiring, you will sleep like a child. You will rise with a vigor that is bubbling over. Your whole attitude toward life will be changed. All clouds will be laden with silver. You will feel rejuvenated—remade. That is not my experience alone, but that of 900,000 men and women who faithfully practice this wonderful inner cleanliness. Just one internal bath a week to regain and hold glorious, vibrant health! To toss off the mantle of old age—nervousness—and dull care! To fortify you against epidemics, colds, etc.

Is that fifteen minutes worth while?

Send for This Booklet

It is entirely FREE. And I am absolutely convinced that you will agree you never used a two-cent stamp to better advantage. There are letters from many who achieved results that seem miraculous. As an eye-opener on health, this booklet is worth many, many times the price of that two-cent stamp. Use the convenient coupon below or address Tyrrell's Hygienic Institute, Inc., Dept. 2010, 152 West 65th Street, New York City—Now.

Tear Off and Mail at Once.

Tyrrell's Hygienic Institute, Inc.
152 West 65th Street, Dept. 2010
New York, N. Y.

Send me, without cost or obligation, your illustrated booklet on intestinal ills and the proper use of the famous Internal Bath—"Why We Should Bathe Internally."

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it to be. His method is to make you acquainted with a new person—yourself—and the untapped or barely tapped source of your own personal power.

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Psychology Pub. Co., Inc., 101 W. 31st St., New York, N. Y.

Call It Something and Go On

(Continued from page 22)

problem unsolved, and tackle the next job. To have insisted upon first finding the right answer to each tough situation would have held them up and made them miserable failures.

"There are many things that we can't understand till we have passed them. Looking back we get the perspective that makes it possible for us to understand. We can only thoroly understand some things by going on and considering them in the light of what happens after.

"The leaves of the book of life are turned for us very rapidly. Time does not wait; we are given but little opportunity to study each lesson. They are never re-leaved for us to review. However, when you find on them a problem the answer to which you are not able to determine, go on, *the answers are always at the end of the book.*

"Too often we concern ourselves with matters that are beyond our control. A rainy day, a spell of illness, a bit of what we call 'bad luck', should never be allowed to upset us. We have no right to worry over things we can't correct. There is a great deal in this life that has been taken out of our hands for our own good and comfort. Life would be a burden if we had to order the shining of the sun, the falling of the rain, the beating of our hearts and the multitude of precise details, which Nature has undertaken to look after for us. We ought to be glad that if we plough up the ground, plant the seed, Something Else will attend to the operations by which the germ life will develop, burst the shell of the seed, and find its way thru the soil to the light. If we will keep the weeds out, Something Else will make the plant grow and see that it selects what it needs from the soil to develop into plant and flower and fruit. The man who has no harvest to gather usually is the man who has refused to do his part. The man who is unfit to enjoy the harvest is the fellow who worried so much over the things that were

beyond his control, that he became physically unfit. The wise man cheerfully and faithfully plays his part of the game and leaves the rest to Something Else.

"We've been taught that one of the most important steps toward perfection is to acquire wisdom. That's very true but we must understand that wisdom is not the amount of knowledge we possess, it's the use we make of what we know. There are many men who have been highly educated and know something about a great many things but it has never helped them to get anywhere. They have not turned their knowledge into wisdom. They are immense reservoirs that have been filled, but never tapped.

"And there's no place where that's truer than in the selling field. Some college graduates have been big flops. Men who have never finished grade school have been top-notch salesmen. The best salesman I ever knew murdered the king's English but that man did not let his lack of education prevent him from being a successful salesman.

"Men have overcome physical handicaps and in spite of them have outdistanced their competitors who were more fortunate physically. There are greater handicaps than physical disabilities or lack of education. The salesman who sold me my automobile this spring has two wooden legs but he sells more cars than any other man in his organization. And I'll bet he's happier, too, and has a more contented family than most of the other fellows in his outfit.

"A good salesman doesn't have to be top-notch in every phase of his work. Some men make a dandy approach, are great on their description but weak on closing. Other men make a very poor approach, are slow of speech in their sales talk, but are able to get the name on the dotted line.

"To be a perfect salesman is the dream of every man in the field, but the best of them stumble along getting the details, making many mistakes, falling

down miserably at times before they are uniformly successful. If they had stopped at any particular point and insisted upon perfecting themselves there they never would have arrived.

"The same principle holds true in the daily canvass. The best of men are unable to land every order. The failure stops with his first refusal. The successful salesman would be in the same class if he indulged in the same practice.

"The ideal of every sales-manager is a perfect selling force, a group of salesmen all of whom are "top-notch." Yet his records will show that the bulk of his business does not come from the extraordinarily good salesmen. His firm would have to close its door if it depended solely upon the business produced by the "star men." It is that bigger group of persistent pluggers that comprises the backbone of the average business and out of which the 'star men' develop.

"The man you see at the top reached it over the same road that you are traveling, and it took time. The bones of the failures that you see beside the road are those of the men who refused to go on.

"One lost sale does not prove the futility of your effort nor your weakness as a salesman. One bad day does not necessarily mean a profitless week. If you keep going you will arrive.

"Will I succeed? Will I gain my desired end? Will the future be an improvement over the past? Will I be sorry or will I be glad? Will I be rich or will I be poor? I do not wait to find the answer to these questions before I undertake the task in front of me. If I do, then I will surely be a miserable failure, for there is no one who can tell me the answers. To wait until I am sure I am right means to keep on waiting. And then I will not know because there is only one way for me to find out the answers and that is to enter upon the experience, do the best that I can, *'Call it something AND GO ON!'*"

Everybody Makes Mistakes

(Continued from page 34)

The man may be all right, but his family wrong. Friend wife wants more money, envies people who are better off. A mother-in-law can make home a private hell, tho mothers-in-law are rated highly by people who trace personal shortcomings into the home.

In the yard of a New England factory that makes cartridges, there are several little earth huts with sheet-iron roofs. In each hut, a man works alone, making fulminate of mercury, a high ex-

plosive. Accidents will happen, but the only time recently in which one of those huts blew up, killing a man, it was found that his home life had become a Hades.

Men who know, say that it is a fairly simple matter to change home conditions where people are young—a tactful, sympathetic employer talks with Friend Wife, and complications straighten out. But with middle-aged people things are more complicated—

there may be, for example, entanglements with other men or women.

About the queerest case of family trouble I ever heard of was that of a young fellow who found himself out of a job, in hard times, with a wife and newly-arrived baby. He was out of a job because the sheriff had closed the place where he worked.

He sat down and thought things over. Twenty-eight years old he had put himself thru Dartmouth, by work-

ing as a head waiter, a book store clerk, and an editor. His first job had been in the advertising department of a factory where men grew gray without advancement. That was followed by a salesman's job, permanently pegged at twenty-five dollars a week. Then he traveled for a wholesale house so venerable that most of its customers were dead—and that had been followed by the job the sheriff seized. What was wrong? Suddenly he remembered that every job he had ever held had been landed for him thru the influence of some relative. His folks seemed to have great "pull" with concerns tottering on their last legs.

Following the advice of a friend, he wrote to a particular man in each of two dozen of the largest and liveliest business concerns in Boston. Ten answered, five invited him to come for a personal talk, and one hired him for work that gave him an all-around grasp of business. Today he is president of an important manufacturing corporation.

Failures of foresight!

There may still be a few ghosts of saloons haunting your town, symbols of the most gigantic failure of foresight in our generation. Men in the liquor business were so certain that prohibition could never come! So certain that their obsolete methods of distribution need not be improved, when the business world was cleaning up all around them! It is my personal belief that, had the distribution of liquor been modernized like the distribution of dry goods—taken out of politics and made decent, the industry might have survived and the booze question settled on a better basis than the present state of affairs.

The other day, a worried business man came to a New York market specialist, seeking his advice. Head of a concern that deals in barley, he had sold it for years to brewers, and refused to believe that the demand for a staple thing like barley would ever change. On that account he neglected to create other outlets while prohibition was coming, and the market expert frankly told him that it was now too late.

Times change, and unless business methods change with them, there is failure—business concerns have their youth, middle age, senility and death, unless rejuvenated. Whether people can be rejuvenated by monkey glands or elixirs is doubtful—the age-old search is still on. But business organizations can be, by the promotion of juniors—the whole theory of the corporation is perpetuity.

Many an astounding success has been made by going contrary to the established order of business. Henry Ford has just done it again with his continuous method of making plate glass, absolute folly to the folks who had been



Gordon Must Have Struck It Rich

"Fred, do you see what I do?"

"You mean that diamond Gordon's wife is wearing? Say, I saw it the moment they came in, and I want to ask you—where does he get all that cash? I heard he was coming up at the Boley Company but I didn't know he was president yet!"

"Yes, Fred, Gordon's getting on. We'll have to admit he's got the edge on a lot of us who went to school with him."

Now, Bob Gordon had the edge, but he also had a secret—at least so far as Mrs. Gordon's solitaire was concerned. No, he didn't buy it on time payments either!

Turning the pages of his favorite magazine one night he read "Now you can own diamonds—60% of market—unpaid loans", and he was curious. This looked like an opportunity to save real money on fine diamonds.

He had always wanted to get Helen a finer solitaire than the engagement ring he'd given her five years before; so without saying a word to anyone he sent to the world famous firm of diamond bankers, Jos. DeRoy & Sons, of Pittsburgh, Pa., for their latest list of unpaid loans and diamonds from other unusual European cash transactions. For he wanted an outstanding value—not terms.

He found in this amazing list diamonds as low as \$60 a carat!

He learned that the DeRoy firm guaranteed weights, qualities, and loan value.

So he sent for Helen's solitaire for FREE examination. Yes, that's the way DeRoy sends everything—for free inspection first, and they tell you to try to match their diamonds at 60% more!

You too, should send for the latest DeRoy list now! Why pay full prices for diamonds when it costs you nothing to investigate?

The announcement Bob Gordon saw is reprinted on this page, at the right. There's a convenient coupon which will bring you the full information. Mail this coupon now—no obligation—but do it today as the number of unpaid loan lists are limited.



10 large loan firms combined (world's oldest, largest association of its kind—rated over \$1,000,000.00), loans money on diamonds at a mere fraction of real values. Of course not all loans are repaid. These the real opportunities to buy at prices you can try to match at full 60% more. Every liberal privilege, with examination free without obligation to buy.

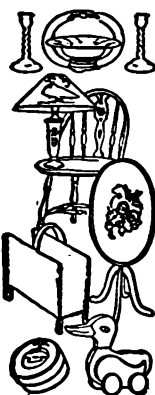
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producing it by a process which, Mr. Ford declares, has not been improved in fifty years.

But that way also lies failure—perhaps oftener than success. Not so long ago, Ford himself changed his mind about advertising. For years, he maintained that the "Tin Lizzy" joke and his own publicity value sold cars. But now competition has forced him to advertise like other manufacturers, and admit that paid advertising is a necessary element in quantity production.

Let the farmer be the illustration for this kind of failure:

Some years ago living costs began to rise, particularly food prices. People began to investigate. They found that the hogs, for which a farmer got ten cents a pound, live weight, became forty-cent ham and bacon when the housewife bought in the city. Who was making all that profit along the line? Why not cut out all the middlemen and let the farmer sell direct to the housewife?

"Eliminate the middleman—direct from producer to consumer!" was the cry, and it is a fallacy that often brings failure in the distribution of other products.

A fallacy for this reason: The farmer cannot turn his hogs into ham and bacon as cheaply as a packing house doing it on an enormous scale. He cannot make as good a product, nor as uniform. He wastes things the packers save. Transportation costs him more than is the case when ham and bacon move thru the regular distribution channels at carload rates. Therefore, neither farmer nor consumer saved anything, while in actual practice the consumer often got a mighty poor ham—and the farmer got his proportion of dead beats in such trading.

Eliminating the middleman is a fallacy, because he renders a service cheaper than anybody else—if he didn't he'd be eliminated in a minute. For the farmer, success lies in cooperating with the middleman—practically every great cooperative marketing movement, like those of the California and Florida citrus growers, not only sells thru the fruit merchants, but spends money in advertising and salesmanship to increase their business by increasing the consumer demand.

What David Harum said about a reasonable number of fleas being good for a dog, applies to failure. They are a by-product of growth for the concern and the individual. New paths must be constantly taken. Never strike out in a new direction and you will not fail—but neither can you succeed.

"We learn wisdom from failure much more than from success," said old Samuel Smiles. "We often discover what will do by finding out what will not do; and probably he who never

made a mistake never made a discovery."

Let's scotch two things widely believed about failure that are not so:

There is the notion that failure and forty go together—that when a fellow has reached this age without succeeding, his chances are gone.

Rubbish!

Last year the New York Rotary Club had a lunch for members who are presidents of corporations, one hundred and twenty of them out of a total of five hundred members, with fifty thousand employees under their direction. Each man wrote a short account of his life in questionnaire form, and one in three stated that he had been nobody in the business world until after forty.

And the notion that "statistics show that nine men out of every ten who embark in business fail."

Statistics show no such thing!

Whoever started that phrase on its travels, started a lallapallosa. Statistics! Mystic word! Just say that a lie is "statistics," and it will be quoted forever in articles, editorials, books and speeches. Contradict it, expose it, brand it as a myth, try to head it off in every way, but it will thrive and travel, because it is "statistics."

Dun's credit agency has even tried to kill this myth with real statistics, but the false ones are always miles ahead.

Here's what the real figures show: The number of business failures yearly is, on the average, less than one in a hundred. During periods of panic and depression it rises, but very slightly—to about 1.25. And failures tend to grow fewer as banking, credit, transportation, communication and other facilities for doing business improve.

Nor is even failure synonymous with "down-and-out," for some of the finest business stories are of men who, suddenly smashed by circumstances within or without their control, have a few years later called their creditors together at a dinner, each finding under his plate a check for the full amount owed by his host when the crash came, with interest.

Probably the best-known story of that kind is about Levi P. Morton, vice-president of the United States under Harrison, who when nearly forty was a partner in the dry goods firm of Morton, Grinnell & Co., which suspended business in 1861, later settling partly with its creditors. Mr. Morton started again, and a few years afterward gave a full settlement and full meal to his creditors.

Success is sought, and failure feared.

Success is applauded, and failure shunned.

Success has its literature, while failure is hushed up.

Yet I believe that ultimately failure will be as closely studied as success, for it is the greater teacher.

Mountain-top Psychology

(Continued from page 31)

had more to do than any other single individual in spreading this light was the quiet Florida judge, who convinces everyone who gets within his reach that he has taken firm hold on some vital elements of that Truth that makes men Free.

Another of the special lecturers was Dr. Ferguson, of Birmingham, who has made remarkable discoveries confirming the possibility of increasing the quota of white corpuscles in the blood and thus coping with and conquering the most malignant diseases. Drs. Ferguson and Fox announced that they are planning to enter into a joint experiment to determine whether it may not be possible to produce this same effect of multiplying the white blood corpuscles and thus curing disease by suggestion thru hypnosis. It is planned to carry on these experiments during the coming winter, and their results will be announced from time to time in *PSYCHOLOGY* magazine.

Dr. Henry Gaines Hawn, dean of America's dramatic readers and foremost teacher of the spoken voice, delivered two of the evening lectures, thrilling his audiences with his readings and making clear the cardinal principles of voice production and also of correct pronunciation of English. Dr. Hawn is an outstanding psychologist as well as voice teacher and is insistent in teaching that proper tones are produced chiefly, if not solely, by proper thought control.

Colonel Howard delivered two evening lectures, one on Mussolini, whom he characterized as the "most practical psychologist of today," since he has changed the psychology of an entire nation; the other on his own novel "Peggy Ware," telling the story of his experiences that led to and accompanied the writing of the book.

Dr. Thomas J. Simmonds, president of Brenau College for Women at Gainesville, Georgia, while enrolled as a student in the school, gave daily lessons in the Bible, gathering together a small group of earnest souls intent on further mastery of the Book that has done so much to mould the thought of mankind. In addition to his work in his own and the other classes, Dr. Simmonds found time to enter intimately and heartily into the life of the camp and school, taking part merrily in its diversions and captivating everyone by the rare and beautiful sweetness of his mind and character.

The writer gave a course of daily lessons in psycho-analysis, outlining the developments in this field, and suggesting practical methods of self-analysis; also a two-weeks' course of

lectures in the psychology of sex. In addition to this class work he held daily personal consultations with students and after Dr. Miller's return to New York acted as presiding executive of the school.

Emphasizing the downright practicality of the whole session there was a course of daily lectures in the psychology of business by Professor Lawrence W. Rogers, of the College of the City of New York. Professor Rogers has long been a favorite lecturer and writer for business groups and while his daily lectures were distinctly practical and rigorously attended by those students who are already actively engaged in business or planning to enter a business career, he, too, carried forward the intensely inspirational note of the entire school, pointing out from day to day the humanitarian and cultural elements of business life, and adding to the scientific and practical points of his instruction in industrial and commercial matters many earnest points for the development of character and culture.

Miss Sophie Milthack, instructor in the Mensendieck Method of Body-Building, was in charge of the physical culture work of the school and held classes daily, down on the broad rocks near the cascades, as well as giving private lessons during the day.

Dr. Daisy Barr, for many years a leading pastor of the Friends churches of Indiana, was also a student. On the first Sunday of the camp she was asked to preach for the group who gathered on the porch in the open air of the July morning. Song and sermon mingled with the music of the lovely cascades below, and at the end of the service her audience was so delighted that Dr. Barr was formally asked to become the school pastor, and accepting the invitation preached on the following Sundays also.

Professor Ferdinand Dunkley, formerly professor of music at the Alabama College for Women and now organist of a leading congregation at New Orleans, who has written many favorite musical compositions both sacred and secular, conducted classes in music and gave private instruction to a number of pupils as well as being in general charge of the music of camp and school.

Among the most thoroly delightful items of the month were the more or less informal evening programs arranged for the nights for which no regular lectures were scheduled. A few choice spirits were the leaders in these events, chief among them Mr. Robert Beggs, of Gadsden, Alabama,

“Between you and I, I would love to go but a man like I has to divide his time between so many affairs, and I only have twenty-four hours a day”



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You may not make such glaring errors as *I ain't*, *you was*, and *between you and I*, but perhaps you commit other mistakes which offend the ears of those who know, and cause them to judge you unfairly.

Perhaps you sometimes use *who* for *whom*, or *would* for *should*. Are you always sure whether to spell words with one or two "c's" or "m's" or "r's," or with "ei" or "ie"? Do you ever say, "I did it already" or, "He don't mean what he says."

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a gifted young actor, author and business man who staged a delightful gypsy fantasy, arranged a jolly "Baby party," concocted stunts for the relief and edification of overworked brains, and in many ways made himself an asset to the life of camp and school.

Another camp favorite was Mrs. Claude Brown, of Ohio, a well-known dramatic reader of the Chautauqua stage, who gave readings on a number of occasions and particularly charmed the school community with her rendering of Lulu Vollmer's play, *Sun-up*. Miss Lois Walker, a voice pupil of Professor Dunkley's, contributed to the delights of entertainment programs with her songs, giving a number of Mr. Dunkley's own compositions, and on one occasion singing music he had written in his studio at the camp for a poem written by Mr. Beggs during the session of the school.

Many others gave generously of time and skill to provide merriment for their fellow students and their teachers. In particular the tent colony of young men students, with songs, musical instruments and good cheer aided immeasurably in keeping up the spirits of all.

Night by night residents of the surrounding neighborhoods drifted into camp, some of them being the conventional summer residents from adjacent

large cities, but many of them the hardy mountaineers. On one Sunday morning they came in force, and regaled themselves and the school with one of their unique "sings", for which the section is noted. Brawny men and sturdy women united in pouring forth weird, old-fashioned melodies with curious harmonization, still using the old "Sacred Harp," which has been the song book of that part of the United States for generations. Two of their number at a time led the music, beating time in the precise manner of the early days. A number of young girls and one small boy of nine or ten took turns at being leaders. Between the singing of the morning and afternoon at the lodge the visitors were treated to an old-fashioned barbecue—fried chicken with all manner of "fixings" out in the open air under the trees across the road.

On one of the last evenings of the school session the camp was, by invitation, invaded by between two and three hundred young farmers from the outlying regions who had gathered in the glen for their annual encampment as members of the "Four H's", the splendid organization which is instructing and stimulating the young farmers of the nation to more scientific and productive methods of agriculture. The

lodge was for the time being turned over to the boys, who filled the downstairs seats and crowded the balcony where there was standing room only, while they listened to a program specially prepared in their honor. On the next day the school was invited down the glen to a barbecue dinner with the boys and their instructors.

One thing was more distinctly clear than any other as the month's adventure came to a close. This was that something had been started that cannot be stopped. The Summer School of Psychology will go on; possibly both a Winter and a Summer school. Just when and where the next session will be held is not known at present. Possibly a winter session will be arranged at some point in Florida and the next summer session will doubtless be located in New England, the Adirondacks, Northern Michigan, or some other appropriate place.

But something has been created that has life and vigor, and will long continue: A new kind of Truth-seeking; a new understanding of human life and human relationships; a new kind of human sympathy and friendship and united searchings for high experience and wide service; a new and confident hope for the ultimate well being of mankind.

Good Boys for Bad

(Continued from page 42)

automobile thief. He scarcely remembers when he learned to drive; moreover, all gear shifts were alike to his nimble fingers. Exercising this talent on other people's property finally landed him in the courthouse; in fact, it landed him there more than once. On one of the later occasions he was caught on the road by the sheriff who yanked him out of a stolen car and heaved him into his own, preparatory to conducting him to jail. But before the sheriff could follow the prisoner into his car the boy bounced upright, slammed the door, stepped on the gas and was off. Knowing that the sheriff's automobile would be recognized by a great many persons he abandoned it a few miles further on and stole another. However, he was eventually caught.

"That was another boy I wanted," said Mr. Starr. "I judged that he must have pretty good stuff in him. And he has. I'm not at all uneasy about his future."

There was a very amusing episode at the courthouse when Mr. Starr arranged to have this boy placed in his charge. While he was signing papers and arranging details with the judge he told the boy to go out and sit in his automobile and wait for him. Newspapermen and court attendants fairly

howled with laughter and one of them said: "There goes another automobile!" But the boy waited. *The sheriff's automobile he considered fair game BUT NOT ONE BELONGING TO A FRIEND.*

The Starr Commonwealth for Boys looks more like an expensive private school than an institution. In the main building there are Oriental rugs on the floors, a few oil paintings and several excellent prints of well known masterpieces on the walls. The furniture comprises many beautiful pieces of early American chairs and tables. The boys live in various brick dormitories, each providing for about fifteen. On the ground floors are the dining rooms and large reading and lounging rooms in which are leather-upholstered furniture and enormous fireplaces. In the cellars are the showers and upstairs the beds. The boys of each cottage are held responsible for its order and cleanliness. I looked at beds so perfectly made that the taut white spreads suggested a new drum. Also there were kitchen tables scrubbed to the whiteness of beautiful linen. The boys of each cottage have their own system for putting away their tableware. Thus in one cottage the handle of every cup in the cupboard must be turned west while in another all are turned east. Just why these little details mean so

much to boys, I do not understand, but anyone who is familiar with the life on board a ship, either thru experience or reading, knows that pride and the love of order find expression in these apparently small matters.

"We teach them order as a means of teaching them character," was Mr. Starr's comment. "The trouble with a boy who has bad habits is primarily that he hasn't enough good habits. Good habits lead to sturdy character. So when we teach a boy how to make a bed, and to feel pride in the accomplishment, he has learned a great deal more than just that."

All of the tableware is of excellent quality, the linen is real linen, the silver is real silver, and the china is in keeping with this standard. The clothing provided for the boys is also of good quality and not uniform as to pattern.

"It has not been easy to overcome ancient ideas about what an institution should be," Mr. Starr remarked. "And," he added, "I can understand the point of view of those who object that many boys with unblemished records do not fare as well as these, but after all results are what we want and results are worth something to the whole community. Bare walls and floors and a stilted, stiff, or gloomy institutional atmosphere would severely

cripple my work. We must have beautiful surroundings; they need not be elaborate, and you can see that they are not, but the unobtrusive insinuation of beauty in simplicity offers silent cooperation with all of the other work. As for the expense, a great deal of the most beautiful furniture I have cost me far less than I would have had to pay for new pieces. Good linen wears like iron, and so does good silver. There are many mistaken notions about economy."

Surrounding the various cottages are expansive lawns, a few flower gardens, and quite a number of beautiful trees. The forty acres slope gradually toward a lake at the lower end. This lake affords both fishing and swimming. There is a garden large enough to be designated a truck farm and this provides a considerable portion of all the food consumed by the Commonwealth. There is not an ugly spot on the entire forty acres; every view is at least pleasant.

Outlining the motives which led him to launch this redemptive work, Mr. Starr said:

"Mine was an orthodox Christian home, consequently Christian idealism colored very strongly my approach toward a scientific view of the problems I was later to tackle. And it still does. I have tried continually to keep abreast of scientific advances in psychology and, in fact, all that might be of value in dealing with children, but I do not believe I was ever able to accept any suggestion of pessimism with regard to the so-called bad boy. You can set that down to an unalterable faith in the Christian point of view absorbed in childhood or to an innately powerful optimism. No matter what the source, that optimism remained uncurbed thruout the long period when those who believed most strongly in the overwhelming force of heredity seemed to speak with the greatest authority. Now, I observe, there is a rising faith in the power of environment. On the whole, I think everyone will agree that psychology is an emerging science, still far from rock foundations. I found nothing to shake my faith in my own ideas.

"Of course," as I have said, "work forms one of our basic principles. We used to do all of our own laundry work, baking, cooking, gardening, canning, and in short, all of the work about the place. With some expert assistance we still do. It was impossible to use modern labor-saving equipment even if I had been financially able to purchase it. I remember particularly one Monday morning in the early days of the Commonwealth when I was to speak before a body of men who might, if I made a favorable impression, contribute something to the support of the work, consequently I was fairly tingl-

ing with anxiety to make good, but I had to get up at five o'clock that morning and do the week's washing and the week's baking before I could get away to make my speech at the noon luncheon. I was pretty tired before that oratorical effort and I am not sure that it was entirely successful. Time and the work itself have had to do most of the speaking for the Commonwealth but I can honestly say that I have enjoyed every day of it and that my pleasure in the work grows with the years."

Another example of Floyd Starr's keen understanding of youth was disclosed in connection with a fight between two of the boys.

"It had been brewing for a long time," he told me, "and one day as I was coming up from the garden I found it in progress. Before the combatants saw me I yelled to the other boys who were within hailing distance: 'Come on, boys. We're having a fight. Form a circle. Let's see the fun.' And then I said to the two who were fighting: 'All right, go to it. The rest of us will see that there's fair play.' Well, that took the poison out of the encounter and they felt rather proud of themselves. Little boys can't hurt each other enough to bother about. A bloody nose generally ends a fight at once and that small damage is more than worth what it accomplishes in working off the pent-up irritation. We don't have many fights but almost every one we do have results in a firm friendship between the two battlers. In fact, they often begin their new friendship before the day is over. Fighting seems to be one of the natural means for small boys to strike up an acquaintance with each other."

At times, however, there are battles between a bully and someone he has selected for oppression. These meet with sharp rebukes in which the youthful citizens of the Commonwealth show considerable emotion. They have various councils which confer with Mr. Starr on many problems of administration as well as discipline. Only a few gestures are made toward self-government but Mr. Starr finds the advice of these councils especially valuable in devising punishments.

"It sometimes happens," he told me, "that a boy who, in his previous environment, had been beaten so often that he no longer minds it very much, can be reduced to abject apologies by nothing more serious than no dessert for a week. Others are sufficiently punished by being stripped of some honor or privilege gained by good behavior, skill, or cleverness. Corporal punishment is an extreme last resort. *And under no circumstances is work ever a punishment.* Work is always an honor, a reward and a proud responsibility. Thus you can see that with corporal punishment and work both

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stricken from the lists I need considerable shrewdness to invent punishments; well, most of this shrewdness, in fact, all of it, is supplied by the boys' councils. They know each other pretty intimately.

"However, I must tell you about one occasion when they also were stumped. It was in connection with a fight. A big boy with an inclination to be a bully had picked a fight with a much smaller one who was no match for him in spite of the fact that he showed commendable spirit. I was away at the moment this fight occurred and the boys' council decided that there should be no delay about trial and punishment so they hailed the offender before them and went into session. The proof was overwhelming and not much time was spent on the trial. By far the most difficult problem was to devise fitting punishment. They discussed the matter of stripping this youngster of various honors but decided that his attitude toward that would be dogged and stoical. Next they considered his food but he didn't seem to have any vulnerable spots there either. Someone suggested that he liked to play baseball and they might throw him off the team for a period. That made him rather uneasy. But he was one of the very best players and they had some hard games coming on so they decided against that course on the ground that it would punish every other member of the team just as much as it would the culprit. Later I learned that they sweated thru more than two hours of a hot afternoon trying to think of something to do to this fellow. Finally they gave up in despair and the whole council hurled him across the council table and padded him to a brilliant carmine glow. I don't think he minded the pain very much; he'd been beaten long before we ever saw him; but the humiliating experience of having a whole roomfull of his associates decide that he needed a licking reduced him to tears. And that was the end of his misguided ambition to seek distinction by being a bully."

In the matter of enforcing the schedules of the establishment, Mr. Starr has a very simple system. He accepts each boy as a man and by reasoning with him exacts his promise to do whatever he wishes the boy to do. Thus if the youngster fails or refuses, his offense is not the failure but the broken promise. And that is far more understandable to a boy than the mysteries of a strange régime.

"Where do the boys go when you get thru with them?" I asked. And the question brought more than one answer for it depends upon the ages and circumstances of the boy. Some are adopted. Others are sent back to the homes from which they came, for sometimes the home itself was not to blame for the boy's delinquency, or perhaps

only slightly so. Others are placed in positions where they will be self-supporting. Albion, Michigan, is not very far from Detroit, and some of the larger automobile factories maintain training schools where a boy can earn a living while he learns if he brings with him sufficient training of the right sort to gain admittance.

"How can you tell," I asked, "when a boy is ready for graduation?"

For that question there was no precise answer. Sometimes the boys respond so quickly that they are dismissed within three months of the time they enter. A few have remained as long as two years. Also there have been a few instances of boys being brought back after having been graduated. "I don't pretend to be a wizard," Mr. Starr explained, "and I sometimes make a mistake, but if I do I stand ready to rectify it."

Still I prodded with questions for some clew to his means for determining that a boy was able to stand alone, and finally he thought of a specific case.

"This boy," he said, "was a thief and a liar. The two offenses, of course, go together but he seemed to be more than usually confirmed in both habits. An important point of my system is to trust the boys; put them on their word of honor and then trust them. You can't build character without giving it exercise. Well, in the case of this boy that system got a pretty severe trial because his sense of honor was extremely weak and I probably disclosed my knowledge of the fact in spite of myself. Boys have very keen perception. We went along in this way for months, my system not working as well as I would like, and yet making some progress in spite of my own imperfections and his. Eventually he came to me one day where there was a sum of money to be taken to the bank. It was, to be exact, \$1,000. I hesitated for a fraction of a second but that was long enough to arouse his spirit and he fired out what was on his mind.

"'You don't trust me,' he said. 'You play like you trust me but I see how you pretend. Way down inside, you don't really trust me. I want to take that money to the bank.'

"Well, he convinced me right then and there. You see, he is a member of a community here and it was getting on his nerves not to be singled out once in a while for distinctive tasks involving my confidence. He had reached a point where it was necessary to his pride of manhood to have such trust. And that's about all there is to what I try to do for the boys. Immediately every fear I had was gone and I turned the money over to him. I am ashamed to say, however, that this new-born trust wobbled more than a little bit during the course of the afternoon because he was gone about two and a half hours and it ought not to have taken him more than forty-five minutes to make the trip. By the time he returned I really was beginning to wonder whether we'd ever see that \$1,000 again. However, when he came in everything was cleared up in an instant. He had gone straight to the bank but on his return he had stumbled on a bird nest close to the roadside and the mother bird had played cripple to lead him away. You probably know that many birds will do that trick to protect their nests. This little fellow had never seen anything like that before so he had chased that bird for nearly two hours, confidently expecting to grab it every minute. But there was another point about that delay that interested me: he was finally so sure of himself and of my confidence in him that he hadn't worried about what I would think of his long absence. Little things such as this indicate what progress a boy is making."

Floyd Starr and his Commonwealth revive one's faith in human nature and one's hope for the future.

Fourteen years. Four hundred boys. Six failures. No wonder the state of Michigan is pleased.

Furnace Philosophy

(Continued from page 20)

courtesies we extend, the gladness we add to a new undertaking, the ever-helping heart and mind that understands others—in such ways can we make life worth while for ourselves and for others.

"In reality, opportunity and life are a reflection of what we are and what we are doing here. The secret of a life worth living is the finding of our talents and the using of them with faith and enthusiasm, without stint and without measure. Then, and only then, may we hope to succeed to the fullest."

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or women who worry about their work and who fret all the while who go to pieces.

"Men do not get nervous prostration pushing their business—it is when business pushes or worries them that their lack of courage, faith or gumption, breaks them. They are the fellows who, thru fear, fail to invest their all in the task at hand. Sometimes you see men and women plodding along who perhaps think they are living longer because they never exert their full ability for fear of failure, or because they are afraid they might waste something for the benefit of others.

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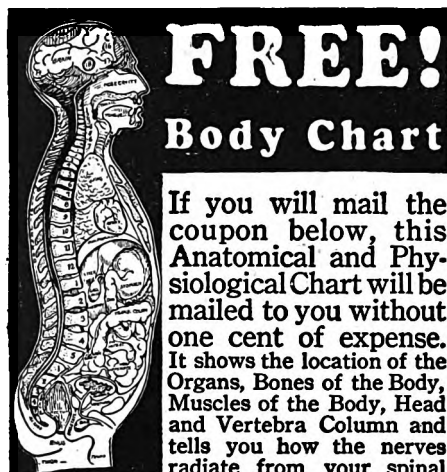
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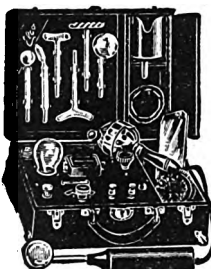
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Landwehr himself is the best example of that statement. He was born on a Missouri farm and at fifteen years learned the trade of a stone mason. At seventeen he attended business college, graduating fourth in the class of more than one thousand. That same year he became a five-dollar-a-week office boy with a St. Louis publishing house, and within fourteen months was sent to Akron to take charge of the publications there, in the same rôle of office

boy. A few months later, young Landwehr had charge of half a dozen older men. A year later he became a sales-manager for another publishing house, organized a force of 128 men, and sold so many books that the firm declared a 200 per cent dividend. He was working in this capacity when he started marketing the Holland furnace from the little factory in Holland, Michigan. Since then the business has multiplied between four and five hundred times, and Mr. Landwehr has shared his profits with fellow citizens of Holland, besides aiding many worthwhile new ideas of merit, and finding time to head other organizations.

On an occasion not long ago, Mr. Landwehr told his men in training:

"Life is a chain that we weave for ourselves, link by link, of the friends we make, of the way we live, let live, and give. To give of ourselves and all that we have; to do for others before we expect to get the reward; to live so that others shall be the happier for having known us—let that be our purpose and our work. Let us carry thru with a concentration, a consecration of everything we have and are today to the purpose of winning the high rewards of tomorrow."

"Answered"

(Continued from page 27)

He had tried to work, but lost job after job because of those cursed flops. Of course they were not important, but other folks seemed to be afraid of him. They would soon go away.

A year, two years went by, with him gradually getting worse instead of better. Who cared? He could not remember that any one had been particularly interested, but then, he had covered up as much as possible. His pride would not permit him to acknowledge that he was a has-been, a semi-invalid.

The doctors had again insisted that he rest a year, in which time they thought the blood clot would dissolve. Otherwise, some over-exertion would cause a cerebral hemorrhage, which would be his ticket across the Border.

Well, what difference? His troubles would be over. Anything but a poverty that made him dependent on the bounty of others. But somehow he could not give up. Some spark of hope kept telling him that Fate would relent some day and give him a fresh break.

He smiled as he thought of some of the positions he had held during that time. Doorman at a theatre where once he had been a headliner. Caddy on the golf links where he had often played the course in par. Counter waiter in a restaurant, clerk in a hotel; salesman, ranch hand, and what have you to do?

He had finally broken again, and was

half way into his last five-dollar bill when Ted Dunlap found him. Ted was an old pal of soldier days, but like Laird, for him the war was over. Like so many others who had seen combat service, they seldom spoke of it.

"How are things going?" asked Dunlap.

"Not so good," said Laird. "I'd just like to crawl away somewhere for a month or so, and enjoy a whole lot of letting alone."

"Well, why not come down to the beach with me," said Ted. "I have a little place at Laguna, and if you will do the cooking, I will furnish the grub."

"Sergeant, you've enlisted a good cook," said Laird. "I can cook anything that comes out of a can."

And thus it was that on this morning he found himself tramping along the sands. He opened his eyes with a start. Dreaming again; reviewing painful scenes which were better forgotten.

"I am better," he said aloud. "I am strong and healthy!" Then he repeated his daily prayer. "Subconscious Mind, I command you to give me Strength and Courage."

There! That was the secret, and he did not care who knew it. He would win, he would beat this thing. He felt it, and you cannot stop a man who knows what he is doing.

He retraced his steps to the cottage to prepare lunch. He had been here a

month now, and the rest and salt air had made him feel like a different man.

One day was much like another at Laguna, and the simple routine of living was having a curative effect upon Laird. Nothing had to be done except the essential duties such as preparing meals and making the beds. Responsibilities were few, and even these could be sidetracked if one were not in the mood to be bothered.

There was no big business in the little town, and no very important people who had to be catered to. Artists, writers and musical folk fraternized, and were not so select and aloof as were the more moneyed people in the metropolitan beach towns.

Most of the inhabitants were substantially comfortable, but not vulgarly wealthy. Splendid people without snobbery. They seemed to judge a man for what he was, rather than for what he had.

One found time to appreciate the unhurried laziness with which the old folks made time pass pleasantly. Most of them had really done things out in the busy world, and were now learning to relax. It seemed as tho they studied the art of making trivial things seem important, and dismissing, as relatively unimportant, the competitive accomplishments of Progress.

For the first time in his life, Laird was in concord with them. What had the years of hustle and achievement brought him, except a tired feeling he could not shake off? But when he relaxed he felt fine.

It was great to eat regularly, and sleep well in a comfortable bed, and after a while he would go back into the selling game again.

"Now look here, fellow, never mind thinking about business. The biggest thing you have to do for a while is to loaf gracefully, and keep a pushin' those little old cubes into the old mind, and push the bad ones out." Thus he checked himself.

Going out into the garden, he busied himself weeding the ground between the rows of old-fashioned flowers. Hollyhocks and snap dragons, lark spur and bachelors-buttons. Which was his idea of loafing gracefully.

Best of all he liked the huge bed of heliotrope. The fragrant odor, especially when one was watering, seemed to take him back again to some forgotten place where he knew he must have been very happy. Maybe he had lived before. It seemed to him that often he had seen things before, in places he had never been.

He was not in love. Who would want to be bothered with an old wreck who hit the ground with a flop every so often? And yet, that heliotrope now. It sure made him feel like he wanted to be in love. He found himself resting on the hoe dreaming. He was tired,

inside and out. All he wanted was a quiet place in the sun, and a whole lot of letting alone.

As he washed the dishes, he thought back to other days when he had been young and strong, and successful. Making money had been easy then, and he had never known fatigue. He brought himself to, with a jerk.

"Aren't you ashamed of yourself?" he chided himself. "Talking about being old, and a Has-been!"

He felt disgusted with himself, and changing quickly to a bathing suit, he ran down the path on the hillside and came out on the beach.

His broad muscular shoulders and bronzed skin attracted attention, and the cut-away bathing shirt allowing the muscles to play freely.

As he came up to a group of friends who were lying on the sand, he knew they had been discussing him. The conversation had ceased abruptly, and all eyes were turned upon him.

"Con, you look fine today," said Bob Ewing. "The sun is making a new man of you."

"I am feeling fine," said Laird.

He stretched out on his back, raised his legs backward over his head, and snapped quickly to his feet by an upthrust of the arms as his legs went down.

"Mind your back!" warned Ewing.

But Laird needed no warning. A quick pain had told him that his foolishness had again injured the spine, which never would be strong again. He stretched out in the sun, and soon the blood flooded to his head and he lost consciousness.

Ewing bent over him, and finding the lump on the back of Laird's neck, began to massage it gently.

"It's a damn shame," he said. "The old man who crashed into him could do so much if he would only make it possible for Con to rest for a year."

"Is he wealthy?" asked Jack Collister.

"Worth two million," replied Ewing. "And he probably will always have it, because he won't turn loose of a dollar."

"Why doesn't Laird sue?" asked Collister.

"He had to sign off in order to pay his hospital and doctor bills," explained Ewing. "This blood clot developed six months after he was released. Laird has no legal claim against the old miser, but he has tried to make him realize a moral obligation, without success."

Laird groaned, and his mouth twitched. Then his eyes opened, and he tried to sit up. Ewing restrained him.

"Quite all right, thanks," said Laird.

"Wait a minute, Con, until you are a bit stronger," said Collister, but Laird had again lapsed into unconsciousness.

"Excitement, or over fatigue, brings on these spells, and he knows that some day, if he does too much, it will develop



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into a cerebral hemorrhage," said Ewing.

"Damn!" exploded Collister. "You'd never know there was a thing wrong with him from his appearance and actions."

"That's guts," said Ewing. "Laird is afraid to be afraid."

He raised a warning hand as Laird groaned again, and soon he was sitting up. He put his hands to his throbbing head, and quickly realized the others were watching him. Down came his hands, and he looked casually around the circle, and smiled at Ewing.

"Gosh, it's a beautiful day," he said, but his voice was weak.

Big Collister swallowed a lump in his throat. "Cigarette?" he asked Laird in a husky voice.

"Thanks," smiled Laird. "Just what I needed," but his hand shook as he tried to light the weed, and Ewing finally lighted it for him.

Laird inhaled deeply, and sighed with content. His face brightened up and a soft smile played about his mouth.

"Gee, it is great to be alive," he said. "Look at those breakers rolling in, and the deep sea green as they curl. And the turquoise of the sky. It's a wonderful old world."

As Ewing watched the joy of living play about Laird's face, he thought of the conversation he had heard between two youngsters of twenty, an hour before.

"I want to go to Lacier Park for the summer," young Campbell had said.

"The sorority girls are having a convention there in July," Tom Blaine answered.

"It's a swell mob, but the old man won't buy me a new car," complained Campbell. "And how he thinks I can get by on a hundred a week is over my head."

"Think up a fast one to put over on him," advised Blaine. "Just because our parents are old fashioned, they think we ought to be too."

As the two wandered away to devise some scheme for furthering their plans, Ewing pondered over the new generation. Beautiful high schools, physical training, social activities. Then college with its dances and games, and fathers paid the bills. And these young cubs were complaining; felt abused.

The green of an ocean wave, the blue of a sky, the clear sunlight. They were all in the day to these lads, and only a part of what they felt they were entitled to. They were bored to tears, these infants, and carried the air of one who has been everywhere and seen everything. It simply was not being done, to appear interested.

Ewing glanced at Laird, and noticed the intelligent look of interest in his eyes, as he watched some fishermen handling a boat, and the keen appreciation of sun and sky and sea. And

yet he knew Laird had traveled extensively for fifteen years, and had crammed a lifetime of adventure into that period.

"How much actual fighting did you have during the war," he asked.

"Fourteen months," answered Laird. "Did you find Europe interesting?" asked Ewing.

"After the war, yes," said Laird. "We were too busy during the fuss to see very much."

"And then you represented your firm in the Orient, I believe," said Ewing.

"Those were two happy years," replied Laird. "Seeing how the rest of the world lives."

"And you still show an eager interest in the small things about you," said Ewing.

"Only a fool, or the very young are bored," replied Laird. "I've noticed you still find life interesting."

"It is so," mused Ewing, and fell into a mood of reverie.

"Let's all go down to Divers' Cove," suggested Collister. "My car will hold six."

"I'd love to," said Ewing. "How about you, Laird?"

"I have been wanting to go for some time," answered Laird. "Sure, I'll go along."

They climbed into the open car, and Hollister drove thru the little town, and down the smooth broad highway that follows the coast along the sea.

"That is Abalone Point," he pointed out. "One of the most lovely spots along here."

They passed Emerald Bay and Fisherman's Cove, where numerous artists were busily engaged transferring the beauties of Nature to their canvases. Then a turn off the highway, around sharp curves, and Collister brought the big car to a stop on the lip of the cliff that overlooks Divers' Cove.

Like a sparkling gem it nestled between huge deposits of rock at the foot of the towering cliffs. They made their way down a path that twisted snake-like along the side of the hill and came out upon the sun-kissed sands.

A crowd had already gathered. Men, women and children, each busy with their own interests. Some were bathing, others reading or sewing, some painting, but all having a good time.

The older men sat down to discuss a play the Community Theatre was producing. People are more sincere in the smaller towns and take their civic life seriously.

Collister was a big athletic chap, and he ran lightly down the beach and dived into a huge breaker. He reappeared some fifty feet out and swam easily beyond the line where the surf was breaking.

As he started to swim in, he felt the strong pull of the out-washing breakers and shouted a warning to Laird. But

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Laird thought he was calling him to come in and, running swiftly, dived into a huge wave. He paid no attention to Collister who was swimming strongly against the tide.

Laird swam lazily out beyond the breakers, and turning, floated contentedly on his back. It was good to be alive. When he turned to swim in, he noticed that Collister was lying on the beach again. The shore at this point was deeply cut by the tide, and had a steep, sloping bank which caused the outgoing waves to rush seaward with the speed of an express train.

Using a strong overhand stroke, Laird was calmly swimming to shore. As he came to the breakers he dived under, and was surprised at the pull he encountered. Whipping up his stroke, he battled the outgoing tide, but it took him ten minutes to gain the beach.

He did not want any of the crowd to think he had battled to get in, but he was exhausted as he flung himself down on the sand.

"There's a bit of an undertow out there today," said Collister.

"Yes. I wish those small boys would stay closer in," replied Laird.

For half an hour they lay quietly in the sun, listening to the conversation of the older men who were still interestedly discussing their plans for the coming show.

"Of course you will sing for us, Laird," said Ewing.

"I shall be glad to," replied Laird. He turned uneasily to Hollister.

"Do you believe in psychic phenomena?" he asked.

"Sometimes, but I know so little about it," answered Collister.

"Something tells me about things that are going to happen sometimes," said Laird. "I don't know what it is. I only know that always the thing really happens."

Collister was a junior at college, and anything new interested him.

"What do you feel now?" he asked. "You won't laugh?" asked Laird.

"I promise," replied Collister.

"Some one is going to have trouble out in that water this afternoon," said Laird. "I feel it as strongly as if I could see it."

"I thought usually that people who were psychic were frail physically," said Collister.

"I never felt such things when I was strong," admitted Laird.

Collister looked at the brown muscular body of Laird. Laird interpreted the look and flushed deeply.

"I am an ass," he apologized. "Of course I am strong, but I have not the same endurance since I was hurt. I just seem to give out easily."

He had been watching two small boys as he spoke. They were swimming two hundred yards from shore, and he noted

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idly that, altho they were swimming toward shore, they seemed to be getting farther away.

A strong girl swimmer of about eighteen swam over to them, and tried to help with little pushes, but she too, seemed to be losing ground. Laird came to his feet with a jump.

"Let's go, Collister," he shouted. "Those boys can't make it in."

Like a flash he ran down the beach, and dived headlong into a huge breaker. When he came up he was well out, and swam with strong overhand strokes.

Collister had run up the beach a little way before plunging in, and they reached the exhausted boys at the same time. Together they took the larger boy and pushed him thru the line of breakers, where he recovered himself and swam in to where he was helped by those bathing in the surf.

The plucky girl was holding the smaller boy up as best she could, but he was crying lustily for help.

As they reached the pair, Collister took the lad by one shoulder, and Laird told him to float on his back. He then grasped the lad by an ankle, and swimming strongly, they started shoreward.

Laird noted the look of terror in the eyes of the little chap, and he smiled encouragingly as he talked to him.

"Buck up, laddie. We will make it O. K." he said.

"I'm so cold," said the boy. His teeth chattered, but he actually grinned back at Laird.

"Paddle your hands at your sides," said Laird. "That will make you warmer. This is a cinch, and we do it every day."

By this time they had crossed the breaker line and were nearing shore. Suddenly, a huge wave washed out and carried them seaward again. They were back where they had started.

Laird's breath was coming in labored gasps, and his limbs seemed made of lead. But he gritted his teeth and swam on. As they again neared shore, Collister relinquished his hold of the boy.

"I can't make it," he gasped. "I doubt if I can get myself in." And he swam weakly toward the shore.

The boy screamed in terror. "Don't leave me," he begged. "Oh, God, don't leave me!"

"Buck up, buddy," said Laird. "I'll take you in like a surf board."

As he spoke, a huge out-rushing breaker gathered them up and whisked them seaward again. The excited crowd on shore groaned and held their breaths. A sigh of relief went up as they saw Laird again coming in with the boy in his arms.

"Dear God," prayed Ewing. "Don't let him have one of those spells."

They helped the exhausted Collister out of the water as the old chaplain spoke.



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"The Creator knows his business," he said. "There is a young life out there for which Laird is responsible. God will give him strength."

It seemed another proof of psychic influence, for at that moment the boy went limp in Laird's arms. Laird rested a minute on his back, and his eyes closed. His lips moved in prayer.

"Lord, give me strength and courage," he prayed. "I have seen all of life, but this lad is just starting."

His body seemed lighter and his limbs relaxed. The stiffness went out of his neck, and turning with the boy in his arms he again started swimming. He felt a strange peace in his heart and new strength seemed to flood his tired body.

Stroke by stroke he made his way in, and as he neared the breaker line he turned on his back and watched the incoming waves. At last he saw a huge one coming, a "grandfather" wave.

Putting both hands under the boy's head he calculated carefully and, as the huge breaker rushed down on him, he threw himself on top of it and rode in on the crest. True enough, he had made a surf board of himself.

As the wave began to recede, he threw all his strength into one frantic effort and battled the pull of the tide. He held his own, and as it finally slipped by him a few strong strokes brought him to shore.

Eager hands seized them, and as they were leading Laird up the beach another cry startled them.

"Oh! Please help me!"

Laird turned and saw the plucky girl swimmer who had first aided the boys. No one had noticed her during the excitement and she had swum in alone. Exhausted now, she could not battle the last pull of the outgoing tide.

Again he ran down the beach and dived, coming up just opposite the girl.

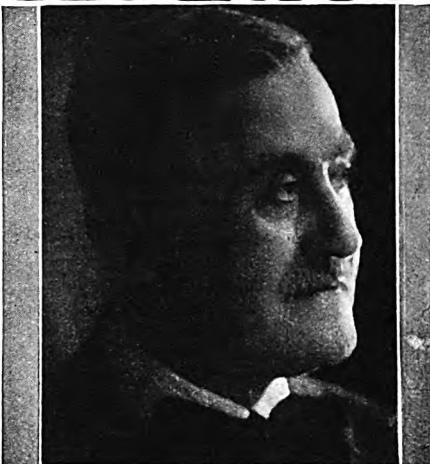
"Lie on your back and rest awhile," he told her.

He supported her with one hand as she obeyed, and he watched the waves coming in again as he pulled the girl with long even strokes. Again he saw a granddaddy wave, and they rode it in together. Again he made the struggle against the outgoing tide and landed the girl on the beach.

As hands seized and carried her back, he suddenly went weak and collapsed, but crawled a few steps up the beach. Collister and Ewing seized and carried him back, laying him in the warm dry sand. He lay quiet a moment, and then his hand went to the back of his neck. His face contorted with pain, and then he relaxed and lay still, mercifully unconscious.

For fifteen minutes he remained so, and then opened his eyes. His head was in the lap of the girl swimmer, and the small boy was holding one of his hands, regarding him anxiously.

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Laird smiled at them. "Quite all right," he said.

"Ewing?" he called.

"What is it, old friend?" asked Ewing as he bent over Laird

"You remember the question I have been asking myself for two years?" he asked in a weak far-away voice.

Ewing nodded. He noticed that far-away look in Laird's eyes also.

"You wondered if you were afraid, a coward," he said.

A happy smile lighted up the face of Laird.

"It is Answered," he said.

Dr. Mason came running down the path from the cliff above. As he reached the group, Laird's hand went to the back of his head and his lower lip was held between his clenched teeth. The veins stood out on his forehead as

his face turned red, and then with a sigh of pain he relaxed, with a happy smile illuminating his face.

"Answered!" he said clearly.

His eyes closed, and the doctor took his pulse. At last the doctor stood up.

"A miracle is being performed," he said. "That blood clot is dissolving, and I doubt if Laird will ever be troubled with another flop. A few days of rest, and he will be, as he says, 'Quite all right'."

The old chaplain raised his hands and offered up a prayer as all heads were bowed. Silhouetted against the setting sun on the cliff top, Ted Dunlap stood at attention, and as a further proof of psychic influence, a boy scout in the distance blew his bugle. Not Taps, but that glorious invitation to start life all over again each new day—Reveille!

From Death to Life

(Continued from page 46)

and my nurse and I began our trips to his office.

This doctor made it plain to me that while I was under his care I would have to do all that he asked me to do and not flinch at anything. He added that he would never ask me to do anything that would endanger me in any way. I promised to cooperate with all my will.

His first question was what I enjoyed doing most. Did I find recreation in sewing? I assured him that I did not. Then he asked if I liked to write. I told him that I had once, but that was before I feared hurting people with pencils and pens. He laughed at this and said there was no more danger of my doing such a thing than of my throwing the cushions from the settee.

He said I must start writing at once, first with a pencil, then with a pen and finally with a typewriter, in order to gradually overcome my fear of sharp implements and at the same time to help me reorganize my work and reawaken my interest in writing. He insisted on my reading crime stories and newspaper accounts of crime, and he had me rewrite these as tho they were to be published in another paper. He brought in the use of the scissors by having me clip these stories.

Of course I did not want to obey any of these orders. I was afraid of the tools I had to use and I feared the suggestions of the stories of crime. I rebelled and balked, but the doctor threatened to abandon my case if I did not follow instructions, and my family would, I knew, force me back to him if I left him. So little by little I yielded to this pressure and to the power of his wisdom. I came gradually to see that he was right in teaching me that the easiest way to cure fears is to welcome

them, to face them bravely and to treat them rather than hide from them.

After I had mastered myself sufficiently to rewrite the crime stories I read, this doctor had me write out my dreams and my life history in order to trace my emotional conflicts and suppressions and discover what shocks I had endured.

It was at this time that I realized that altho the "flu" had been the climax of my trouble another deeper illness had long been below the surface. I was the product of a wrong adjustment. I had determined not to marry partly because I felt that my duty to my mother demanded that I should be her companion and partly because I had thought I was not strong enough to bear children. But I wanted children and I tried to create dream children to satisfy this craving, but it was a poor makeshift.

I also wanted the love of a good husband and I tried to substitute the love of my mother and brothers and sisters, not knowing that such substitution is impossible. Mother had done her best to compensate me but maternal love is very different from conjugal love. Besides, there was too much difference in our ages for us to have interests and pleasures in common.

The result of this unconscious maladjustment was that for years I was emotionally starved and did not know it. I had not known the importance of all this soon enough, and when I learned of it I suffered a severe shock that nearly wrecked me nervously and physically.

But under the careful direction of an understanding doctor I slowly improved, and after four months he said I could travel south. I was still a little afraid and told him my fears

had not entirely left me but that at least I could look them in the face. He said this showed decided progress and added that my condition had been so long in developing that it would naturally take time to relieve it. So mother and I had seven delightful weeks in the South where I received new impressions of cotton fields and cabins and Carolina mountains, strengthening my nerves and my body.

When I had told the doctor that I wanted to go to New York after the southern trip he had been doubtful of the wisdom of my returning to the big city, but I was sure that it was the only place I could work in and be happy. My greatest thrill came when mother and I landed in Pennsylvania Station after coming up from Asheville. I could hardly believe that after twenty tortured months of suffering and struggling I was again to pick up the threads of my life in New York!

I feel that my two years of illness and strange experiences with myself were far from wasted. I understand more of life; I can more easily sympathize with the conflicting impulses of others; I feel that I am a stronger and better woman. I have more confidence in myself than I ever had before, for now I know that I have faced the truth about myself, that I understand the reasons for my illness, and that the fears of hurting myself or someone else were not real impulses or fears founded on a real danger but superstitions growing up in me in the darkness of my subconscious mind.

I know that a lack of understanding of real conditions, an unwillingness to look at life and take stock of one's needs and wishes, is far more danger-

ous than to accept frankly the facts and deal with them as one can. I know that a suppressed conflict of emotions is more damaging to oneself and to others than any open rebellion can be. And I know that an ascetic life in which all love is denied save that of child for parent is an unhealthy life. I am my mother's child and I have a duty to her; but I am a woman, too, and I have the right to a full and abundant life.

It is no easy matter to return after such a breakdown as I suffered and take up my work again in New York, and yet it seems simple compared with the discouragements of the past months. Mother and I took a small apartment and I furnished it myself. Then I began to enjoy the normal companionship of men and women which I had been without so long. I started to write again seriously, too—stories and articles, and to my surprise they sold as they had before my illness. Now love and work are completing my cure begun by an understanding psychologist who looked beyond physical symptoms to the underlying nervous madadjustment.

In spite of knowing my weaknesses I have faith in myself and altho I understand the conflicts of others I still have faith in humanity. It is thru suffering that we grow, and I believe in that philosophy expressed in one of Eugene O'Neil's plays, *The Great God Brown*. "I know I have found HIM! I hear Him speak! Blessed are they that weep, for they shall laugh! The laughter of transfigured birth-pain, the laughter of Man returns to bless and play again in innumerable dancing gales of flame upon the knees of God."

Miracles of Suggestion

(Continued from page 23)

The miracles of remote antiquity, the cures of Christian Science, the recoveries of New Thought in all its branches, the marvels of the "twice-born", the wonders of remedia medica and remedia psychica, are almost all traceable to the singular power of mental suggestion.

All methods of mental, physical or spiritual healing are intended to reach the "spirit" and "power" within. Whether we refer to this part of man's being as "subconscious," "soul," "spirit," or "vis medicatrix natura," makes little difference. We know it is the only principle for making the mind and body whole. Every healing science depends upon this vital force to make good its claims. In all methods of healing as well as in surgical operation, the curative agent is found in the recuperative power of man's nature.

Altho there is a considerable differ-

ence between these different restorative methods, there is one which is common to most of them, namely, the power of suggestion. By suggestion is here meant the enforcing influence of an idea.

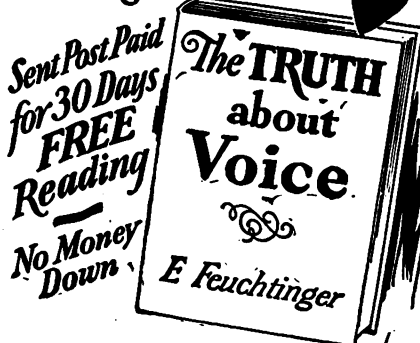
All are included under "mental healing", whether in the guise of a bottle of nerve tonic or in a *subliminal appeal*.

In each of these methods of healing the curative effect is brought about by the influence of some strong or vivid idea, of some subtle energy other than physical, upon the abnormal or morbid state of the mind and body.

It is the faith of the patient in the physician or healer that is of most importance in bringing about his cure. Christ asked one of his patients: "Dost thou believe that I can make thee whole?" "Yes, Lord, I do," said the patient. "Then thy faith hath made thee whole," concluded the Great Physician.

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One of my former patients, an English woman of high standing, was troubled with chronic rheumatism. Her hands and limbs were swollen to three times their natural size and she endured untold agony. After my medical associate had examined her, I gave her a strong mental treatment in the suggestive state. We had scarcely left the house when she told her folks that she felt much better. Within a week she played the piano. Her cure, which she ascribed to the fact of having great faith in me, proved a permanent one. Her faith had made her whole.

It may be said generally that a patient will fail to achieve the most beneficial effect unless the physician's or healer's suggestions possess his conscious mind so completely that his subconscious mind will absorb them in their entirety.

The most powerful and beneficial suggestions are those which tend to establish a direct and favorable connection between themselves and the subconscious mind.

It can be seen from this that the mental suggestionist does not pretend to recover persons who are sick, but simply puts them in the way of recovering themselves.

The genius of the truly great healer, therefore, is nothing more nor less than his superior ability to establish the necessary connection between his patient's mental state and his subconscious reaction or response.

How true it is that there are psychic and spiritual capacities and powers in the physician and the patient whereby a failing vitality may be fanned into new strength, a sick mind or body restored, and whereby even an organic disease may be favorably affected.

By appealing to that part of our being which ministers to the physical, mental and spiritual life, we may fulfill the prophesy of the Master Healer, contained in the words: "Ye can do greater things than these."

It was he who demonstrated that no physical function or organ is so far a vessel of mere flesh and blood as to be wholly outside of the healing and renewing power of the spirit. He showed that every true invocation of the God-power within man must bring beneficial effects in every avenue of his being.

As we attain to a higher realization of the psychic or spiritual activity and power within ourselves, we find all, and more than all, the help we require in every time of need.

The ascent to the higher planes of spiritual apprehension helps us to surmount all of life's greatest problems. It enables us to enter that realm of our being wherein lies the vision and power of Infinite Intelligence.

That mental or psychic suggestion in its higher form contains strange mys-

teries of life and death is an established fact. There are men who are in possession of psychic knowledge and power which are of the profoundest importance to the human race.

It is not generally known that the exercise of this mysterious force at the point of apparent death, is apt, at times, to manifest a power unparalleled in the experience of the whole range of mental and psychic states. In my long practice as a metaphysician, at least two persons were brought back from the very brink of dissolution. And even where death is inevitable the passage from this world to the next may be robbed of its "wreath of thorns and cross of pain" by wise suggestions appropriately offered.

That mental and psychic force may sometimes be employed to keep a person from dying, even after the attending medical practitioner has pronounced the death verdict, was demonstrated by my former medical associate, the late Dr. John D. Quackenbos, who was a member of the faculty of Columbia University, and one of the most noted specialists in mental, moral and nervous diseases in America, if not in the world.

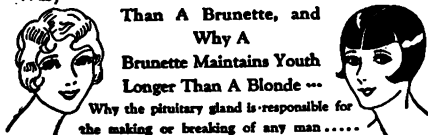
In January, 1906, he was called upon to attend a young woman who was suffering from pneumonia. It was a well-developed case. Consolidation of the lungs was evident. The patient had a temperature of 107. The pulse was beating at the rate of 160 a minute. At the completion of his examination, Dr. Quackenbos fixed his gaze upon the young woman and said in a firm voice: "Open your eyes. Where are you going?" She looked up at him. Her breath came quick and fast. "It is too late," she gasped, "too late." "No," said the doctor, concentrating all his forces, "it is not too late. You cannot die, you must not die, you will get well." The mental and psychic forces were immediately evident. Her temperature subsided. Her respiration became normal. Her pulse went down, and within a few days she was as well as ever.

I have no doubt that many people have died prematurely because of wrong but reversible mental and subconscious attitudes toward the diseases that held them in cruel bondage.

Mental and psychic suggestion actually means to awaken, to arouse, to make alive, to restore. Its chief purpose is to reach the marvelous potency which resides in the innermost recesses of a man's life and apply it to his every need.

Artificial or induced sleep is in exceptional cases more helpful than waking suggestion. But even in the sleep state, the sleeper is not a mere recipient of whatever suggestion comes his way. He has within him a power able to resist any suggestion that is not in agreement with it—or with the

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rooted convictions for which it stands. The sleeper is at no time a mere puppet, for laboratorial experiments of the greatest scientists in this field have proved that, under the most unfavorable condition, the sleeper has force and will. There is something greater in man than subconscious power, and that something is wholly on the side of what many are pleased to call "God".

We see from this that even hypnotic suggestion is of no great value if the patient's innermost desires and convictions are not in agreement with it.

Genuine hypnotic subjects are comparatively rare. A great many people cannot be hypnotized, despite every effort on the part of the most willing patient and the most skilful operator. If the aid given by suggestion depended on true hypnotism the cures would be few and far between. But I have discovered several psychic states in which the conscious and subconscious mind are peculiarly susceptible to desired and accepted suggestions.

Hypnotism is a poor name for what it actually stands for. A far better name for it would be "Zoogony", or "Zoogonesis," which is used in the sense of arousing from slumber. This is excellent Greek, modern as well as ancient.

Zoogony finds its explanation in the words contained in Psalms, 17:15: "I shall be satisfied, when I awake." Awake to what? Why, to the knowledge and power which are inherent within every human being.

Now it may be said that nine-tenths of all our ailments, pains, failures, fears, worries and difficulties are due to our wrong subconscious conditions and subconscious management.

Let us remember in this connection that the subconscious mind works in perfect accord with our habitual mental moods, thoughts, desires and acts. By the very law of its nature it has no other choice. The hand at the subconscious wheel happens to be the conscious mind, and if that hand does not work in strict accord with the universal law of health, happiness and success, it means disaster.

The subconscious mind is like a block of marble: our conscious mind the chisel. We can chip it rudely, so that nothing emerges but a mutilation, a caricature, or we can wield the chisel with such careful skill and delicacy that the effort is marvelously beautiful, like the mirror held up to nature, like the revelation of the "Image of God".

The subconscious mind may therefore be made a force for good or evil—according to our conscious thoughts, desires and acts. The ideals implanted in this part of our being constitute the deciding factors of all our weal and woe.

A man never makes a fool of his subconscious mind without its whole-



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hearted cooperation. "All right," it says, "I am with you. Go to it, old chap." I am not speaking here of the Superconscious Mind. Nor is there any reference to the so-called "sixth sense" or the higher intuition.

We see from the foregoing that the subconscious mind is the greatest power-house in the world, and what is needed is a competent mental engineer to guide it in the right direction. It is thru right thinking, willing and doing that the subconscious mind reaches its highest development. And here is where the art of self-suggestion plays its noblest part.

The beauty about this art is that every one can learn it and use it. It is the sovereign means by which any intelligent man can transform himself into the ideal of what in his best or superconscious moments he aspires to be. It offers the shortest, safest and surest way to the development and unfoldment of our latent powers and abilities. Thru the power of self-suggestion the humblest men and women may learn how truly wonderful they are, how masterful they may be if they develop their inner forces and use them for good and noble purposes.

In order to make the subconscious mind dynamic, it must be given definite, not vague or weak directions. He who would enter the sacred portals of his innermost self must first create and maintain a fixed desire, a confident attitude, a hopeful mood, a high and noble purpose. It is the attitude that takes in the whole man—body, soul and spirit—that gives free access to that storehouse of spiritual power which is the God-given heritage of all mankind.

A self-suggestion to become an auto-suggestion—that is to become a part of the subconscious mind—is a suggestion which is a reaching out of the whole being, impulsively rather than deliberately, intuitively rather than rationally, inspirationally rather than calculatingly. We must ignite and inflame, move and enthrall the mind. Unless our subconscious mind takes fire and glows with heat, as a result of our mental and emotional efforts, the result will not be satisfactory.

To use our hidden powers to the best advantage we need, first, a real belief in their actual existence within us; second, a fixed desire to use them for our good; and, third, a practical method of self-suggestion to accomplish the object in view.

Before you engage in this method of self-help, think earnestly and sincerely of what you really and truly need. Do not ask for anything you have no special use for, or for which you have no real need or desire. You cannot put your whole heart and soul into anything in which you are not deeply and profoundly interested. You may suggest for this, that or the other thing,

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but if you are not in dead earnest about it, if you do not feel the absolute need for it, you will fail to convince your subconscious, and failing in that, you will not get what you want.

The use of self-suggestion is of no avail unless some action is systematically taken to make the suggestion succeed. Those who engage in suggestion for health, happiness and success, or for any other legitimate purpose, and then sit down and wait, or go on in the old way, or think that suggestion is sufficient to produce results, are sure to fail.

Suggestion for any purpose is in the nature of mental concentration, mental affirmation, a steady fixing of attention and visualization of the things we most desire.

We must sit quietly and patiently in a state of utter relaxation and expectant receptiveness for periods of fifteen to thirty minutes every day or several times a day, and never stop until we have tapped the unexplored source of vital power and put it to our use.

In the meantime it is highly important to think, speak and live as though we were already in possession of the higher and more potent powers of our nature. It may seem like a form of acting, but the pretention of today becomes the reality of tomorrow.

Self-suggestion, or suggestion of any kind, must be fixed in the subconscious mind. Such fixation is brought about by intelligent and conscientious repetition and reiteration. It means thinking the same thoughts, making the same suggestions, and pursuing the same course of action every day until it becomes a matter of second nature to us.

As soon as we recognize that the faithful practice of self-suggestion is the open sesame to the submerged powers of our nature, the sooner it will take on the great importance which it deserves. These powers, like gold in a mine, are buried deep below the surface, and can only be revealed by what appropriately may be called "Faith and Works".

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(Continued from page 50)

The mother was happy to remain with the son. The son was greatly bettered by feeling he could assist his mother, and in fact find some usefulness in his own life. He, too, found diverting ways to keep his mind from dwelling on his own ills—and, this more than substantially helped the mother.

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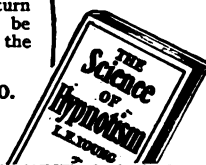
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they could work and yet be near their own little families.

THE INANIMATE ZOO

THE above reminds me of the recent success of one of my young men students who is working his way thru his last year at college.

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It is often the simplest ideas like this that make the biggest hits. Certainly *you* have some *idea*. Pull the ideas out of your head into the sunlight. Examine them. Know your locality. Study your surroundings. What kind of people are there for you to appeal to? What do they want? What do they need? Or, what will amuse them? It may be simple, if you only think. If you cannot find yourself, do not give up—write me, and give me a complete outline of what you imagine your troubles to be. Maybe we can together find *your success hit*. Surely it is worth your thought.

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A COUNTRY girl of seventeen decided that she could fix up a sewing kit, and divide her time going from one to another, mending and fixing up the things for unmarried boys and men. There was a large club for men, and this she made her beginning. This young girl had every kind of button, thread and necessity, for sewing and mending. She busied herself by darning socks and generally tidying up the single men's wardrobes. Her charges were small, but she so enlarged her usefulness that this work as a beginning led to an offer, from a Gentlemen's Clothier, who felt her

clientele would follow her. Small beginnings often have surprising endings. And—and it is not beside the point—in this way, this attractive, useful girl, also found the man of her heart, who soon will wish her to mend only *his* wardrobe.

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A MOTHER and son wished to spend a winter in the South. How could it be done? After two letters we solved the problem. The answer was—candy for children and old folks, made attractive and beautifully packed in decorated bottles. These were displayed in the front window of the home, where little eight-inch shelves were built across the window. The bottles were gathered from everywhere, of course varying in shapes and sizes. Hard candies, made largely from honey and fruit juices, were placed in these—and many colored bands and stripes were painted on the glass containers. Some of the larger bottles were so lovely they were found useful (after the candy was eaten) for bath salts, etc. As both mother and son found this work fascinating, and new ideas continued to bob up—they carried quite a stock of these things to the South. They now write me that they have a larger business in Florida than they had in their Eastern home.

When one wins what he sets out to do—his work usually becomes so interesting, he seldom discontinues the paying work, altho the object has been attained. Too, there are so many things money can give. Then, why not add to *your* allowance, or income? It most certainly can be done, and pleasantly, too. Did you ever try it?

Knowing oneself will most certainly give us a corner—an unusually big corner, too, in building Success.

A young girl who consulted me months ago, walked in to report that she "had found herself" and was now applying what she found, and "cashing-in" on her qualities. This is *all* I wish to do for anyone.

When Anne Rowe came to me a few months ago, she was a disheartened society girl. She had just broken her engagement with the only man she then felt she could ever love. He was soon to marry another. Anne did not need money; but, she did sorely need a new and an absorbing interest. She did not think that was possible. You can understand how natural that seemed. But, after analyzing her to her own approval, she finally bucked up to court a diversion, to put her mind to something, so as not to dwell on her recent love-affair.

Anne's family were going to Maine for the summer. The large house had a garage, with a chauffeur's room which was not to be used. Anne, with her own hands and efforts, made the

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garage into a Gift Shop for the convenience of the summer folk. Anne visited all of the New York City wholesale bead houses, craft shops, card makers, etc., and filled a trunk of small odds and ends, that might easily be sold. There things were placed on painted tables. A sign was displayed that could easily be noticed by the passing motorists. Anne used only one hundred dollars as a working capital.

I asked her how she advertised this little shop. "Oh," she said, enthusiastically, "I think I have discovered something. Instead of placing an ad in the local papers, I placed a small table and a lovely piece of pottery, and a bit of fresh flowers, daily, under the sign, on the sidewalk. This attracted passers, then, their eye caught the arrows, which led to the Gift Garage Shop. Why, Mrs. Cleaver, even you would be surprised to know that just this last month I've made more than two hundred dollars; have used up most of my stock, and am here in New York City now to purchase more. Also, I've learned how to save cash discounts."

Of course, I was proud of Miss Rowe's success, and more than this her enthusiasm, and the fact that the young man's name was not mentioned. Also Anne had gained several pounds, and wore the expression of happiness. Where will this end? Here is my prophecy! Anne Rowe will regain her interest in men, girls and parties; she will play her usual popular rôle with the younger set, and soon another "only man in the world for her" will put in his appearance. It seldom fails.

Dollars from Water Lilies

(Continued from page 37)

slightly slanting outward, and grass should be allowed to grow down to the edges of the water, unless the pool is in a formal, conventional garden, when a coping may be used. To add to the beauty and naturalness of the pond, plants that grow in damp soil should be planted around the margin."

With all her many activities, it might seem that Mrs. Fowler would not have any "left over" hours, but she is a woman of splendid executive ability, and she finds time for at least two more very important phases of her business. Each time that she evolves a new species, the United States Department of Agriculture is notified and takes a photograph of it. A description of the new lily, of course, is sent out to the different societies and to the trade papers. All this takes time, and in addition to this work, Mrs. Fowler is called upon to write, at various times,

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detailed descriptions of the results of her experiments. Her interest in her work and her knowledge of it have brought her into prominence among floriculturists and horticulturists throughout the country. She is, therefore, often called upon to attend meetings and give addresses on lily culture, and for these occasions she keeps ready her case of colored lantern slides.

With raising water lilies and other aquatic plants, selling them and the bulbs, lecturing and writing about them, and helping others to beautify their gardens with them, Mrs. Fowler leads a busy, active life. It is a pleasure to see her in her aquatic gardens—enthusiastic, interested, interesting, and efficient. She knows her subject well, so well that she realizes that there is still more to learn, more to understand, and she is constantly studying and experimenting. Her secret of accomplishment—if secret it be—is enthusiasm and thoroughness. No slipshod work would be acceptable to her for she is thoro-going in every way, in her investigations, in her experiments, and in her results.

Over the Editor's Shoulder

(Continued from page 53)

Well, I have met plenty of so-called men, men who appeared to be like that. If they possessed hearts, they were well able to suppress and thwart the human functions of that organ.

In your editorials you write about efficiency, etc. That stuff is a lot of bunk. I'm telling you this straight from the shoulder. All that sort of stuff only detracts from the innate humanness which is the birthright of every person.

We are only as efficient as environment, heredity, training, temperament, and personality, etc., permit us to be.

The saving virtue, the only "God-like" thing about any of us poor humans, is our humanity, our sense of right, of justice, and of compassion for the needy. You speak too much of efficiency and too little of humanity. This comes from being too well fed, no doubt.

Probably you think by now that I'm a rabid socialist. However, I'm not, not in the political sense of the word, only in the humane sense.

I believe in a square deal for every one, regardless of race, age or social position.

Please tell me what you think about it.

Dr. Miller's answer:

YOU will find that not all of my editorials deal with efficiency, and the appeal to human sympathy is frequently evident. Of course our magazine is primarily published in the interest of self-improvement. It is the prerogative of other magazines to deal with the equally important problems of racial improvement. That is the field

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of sociology. My little part in the business of life is to make men more efficient as individuals in order that they may more nobly serve their fellows in the larger relationships of life, and to this end my efforts have been rewarded with a gratifying degree of success.

A fine, wholesome regard for the interest and welfare of the other fellow is a necessary part of every individual's own self-development, but it is of no avail for one to sit constantly in the shadow bewailing the fate of the unfortunate, and letting himself deteriorate to the same level as the poor unambitious grub worms who permit the wheels of life to run over them without protest or heroic endeavor to win.

You speak of my probably being well fed. I am, but it is not because of external factors. No one has ever done for me what I have been called upon to do. I have known negative and disheartening external circumstances. I have been without money, without material backers, overwhelmingly in debt, on the verge of bankruptcy, but I have demonstrated in my own experience my theory that man can rise superior to those external factors thru the power of mind and win out in the battle of life. Having won out, such a man's chief interest should be in helping his fellows. My particular part in this ministration of humanity is to help inspire some few hundred thousand people each month with the will to live triumphant lives.

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What Can We Do For You?

(Continued from page 48)

Even where there is a true hardening of the arteries one may sometimes live for many, many years. I have known of people with hardening of the arteries to live out practically a normal life.

One with high blood pressure, and especially with hardening of the arteries, should keep away from strong emotion and excitement and abstain from all foods of a very stimulating nature—not too much meat, no tea or coffee, no alcoholic liquors, no tobacco. The mental life should be as calm and poised as possible and one must avoid worry and other forms of fear.

QUESTION:—M. S. writes—

I am a girl of twenty, still in school studying music. I have been reading PSYCHOLOGY for six months and have really enjoyed the articles, but I need your help. I love a minister, but he does not know it. Could you advise me what to do? I wish to become a famous musician and I am going at things in the right way, that is, studying earnestly, hard and faithfully. Could you give me any further suggestion? You see this minister has been married but the marriage was annulled. Do you think I have a chance? I sing in the choir and help all I can at the church. He doesn't know I love him and is very indifferent.

ANSWER:—

I think that you have been rather a foolish girl to permit yourself to become so deeply in love with someone that you are not sure cares one bit for you. You know it takes two to make a bargain, and unless he cared for you there wouldn't be a chance in the world for you to marry him. I am afraid you may spoil any chance you may have by forcing your attention on him. You can't make anyone love you; that must come thru your doing things that develop love in another without force. I am afraid I cannot be of any real assistance to you in this case. Just be nice, don't bother him or force your presence on him, and if he cares enough

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ANSWER:—

I have answered you by mail but will briefly state for the benefit of others that I do not believe in this vaccine. I have not had definite proof that it is of real service, and if it is not it can do harm.

QUESTION:—Z. K. R. writes—

I am considerably overweight and wish to reduce. Can you suggest a way that will do me no injury? I have read many articles where a too rigid diet has caused people to be so weak and sick that hospital care was necessary.

ANSWER:—

It is not a good plan to go on a very rigid diet or to eat too little, for the body must have a certain amount of nourishment to continue its work in a normal way.

My suggestion would be for you to eliminate from your diet the very fattening foods, such as pork and fat meats, sugar, milk and cream, butter, white bread and pastry, ice cream, potatoes, etc. Eat, within reason, all the other foods. And I believe it is quite necessary for one to take sufficient exercise. If there is too much flesh in the abdominal region you will find bending exercises good. Lie on the floor and place your toes under some heavy obstacle and then, with the toes as a lever, rise to a sitting position without the assistance of your hands. Stand still and run, simply lifting the feet from the floor and flexing the legs as you would in running. This will help to shake some of the flesh off. This should not be done by one with a bad heart.

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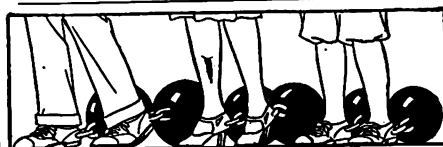
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